JULY 27, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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New menthol filter-tips draw up introductory campaigns — Page 38

Introducing Al McCarthy, Mutual network's new angel — Page 48

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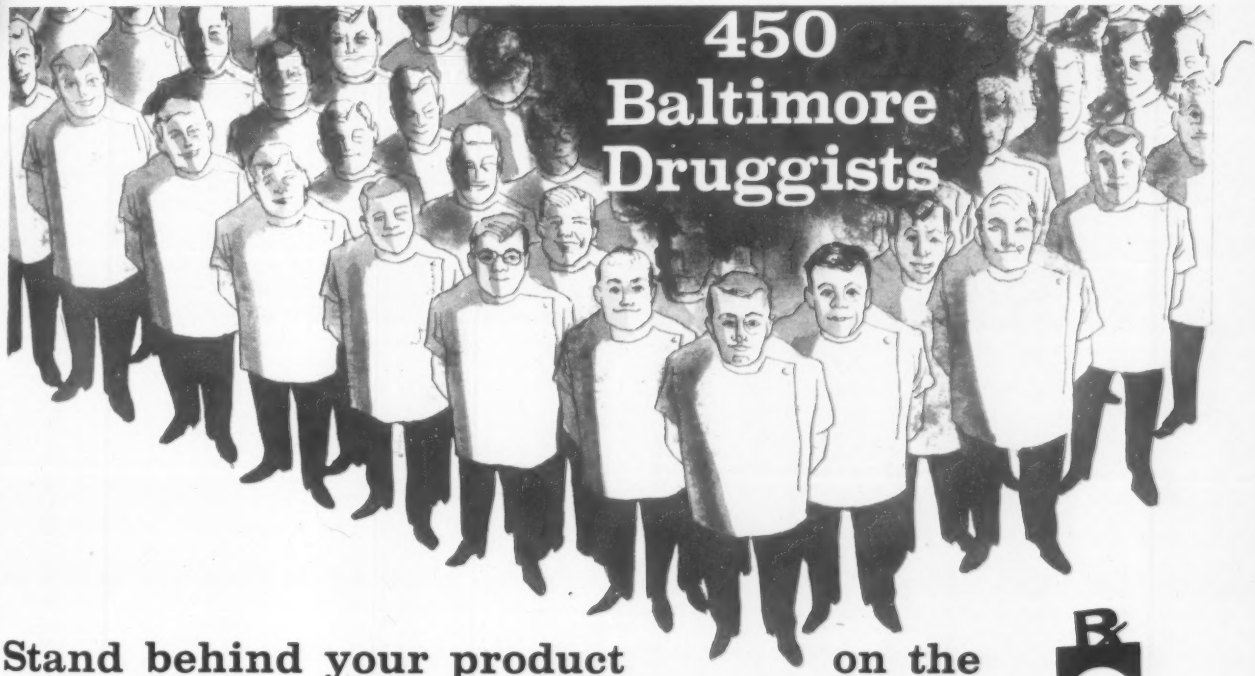


Stand behind your product on the

Rx 450

WITH

Spotlight Drug Plan

Get it now for your drug-store product—W·I·T·H's exclusive SpotLight Drug Display . . . your product featured in 450 top-volume drug stores in the Baltimore Metropolitan Area by shelf talkers, window streamers, price tags and cash register strips! PLUS . . . 450 druggists pushing your product!

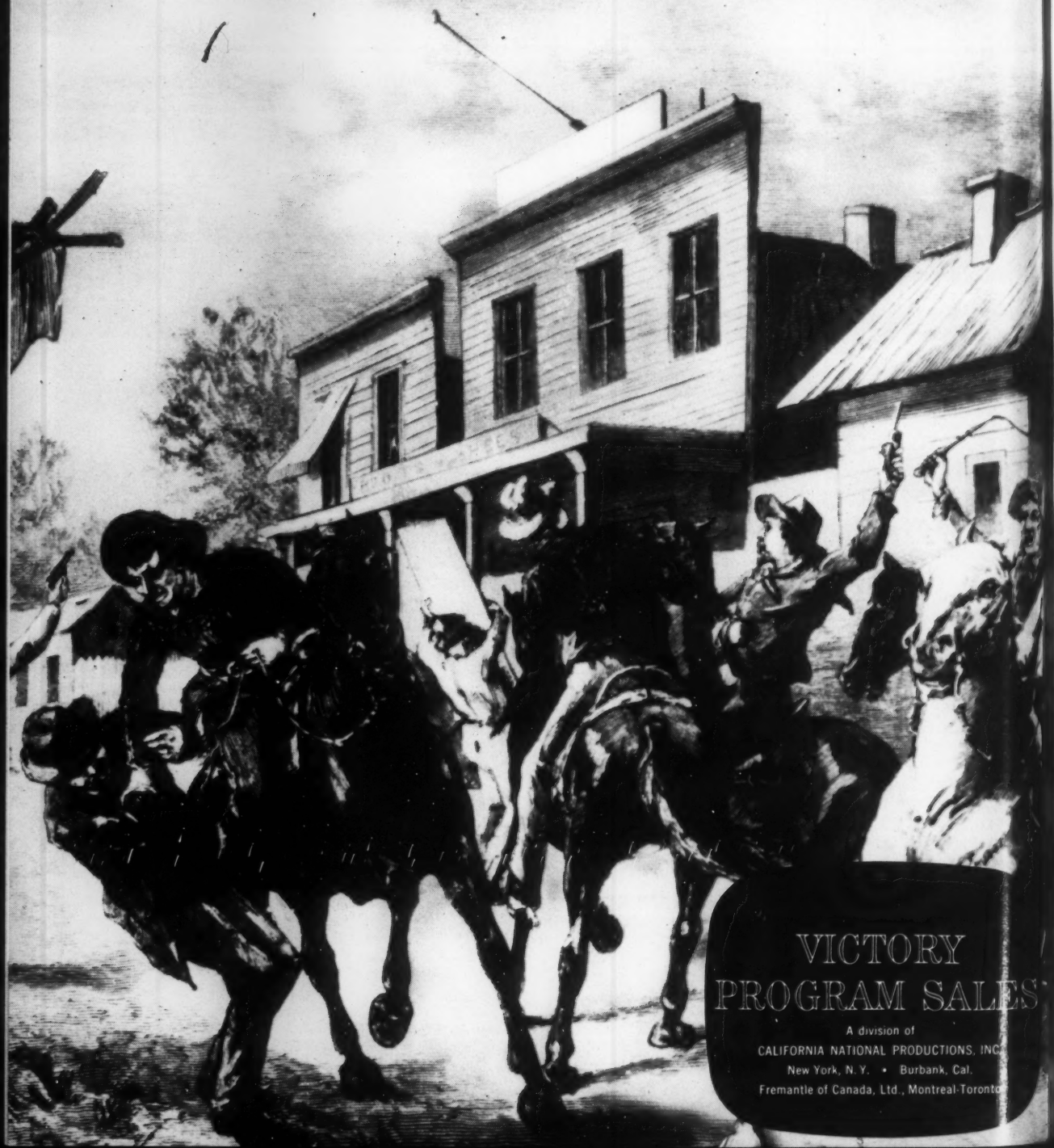
Only W·I·T·H sells drug-store products so well because only W·I·T·H SpotLights your product on the air and in the store!

PHONE, WIRE OR WRITE TODAY FOR FULL DETAILS OF THIS SPECTACULAR MERCHANDISING PLAN!

Tom Tinsley, President
R. C. Embry, Vice President
National Representatives: SELECT STATION REPRESENTATIVES in New York, Philadelphia, Baltimore, Washington • CLARKE BROWN CO. in Dallas, Houston, Denver, Atlanta, New Orleans • DAREN F. McGAVREN CO. in Chicago, Detroit, Seattle, Los Angeles, San Francisco • OHIO STATIONS REPRESENTATIVES in Cleveland.

THE CALIFORNIANS

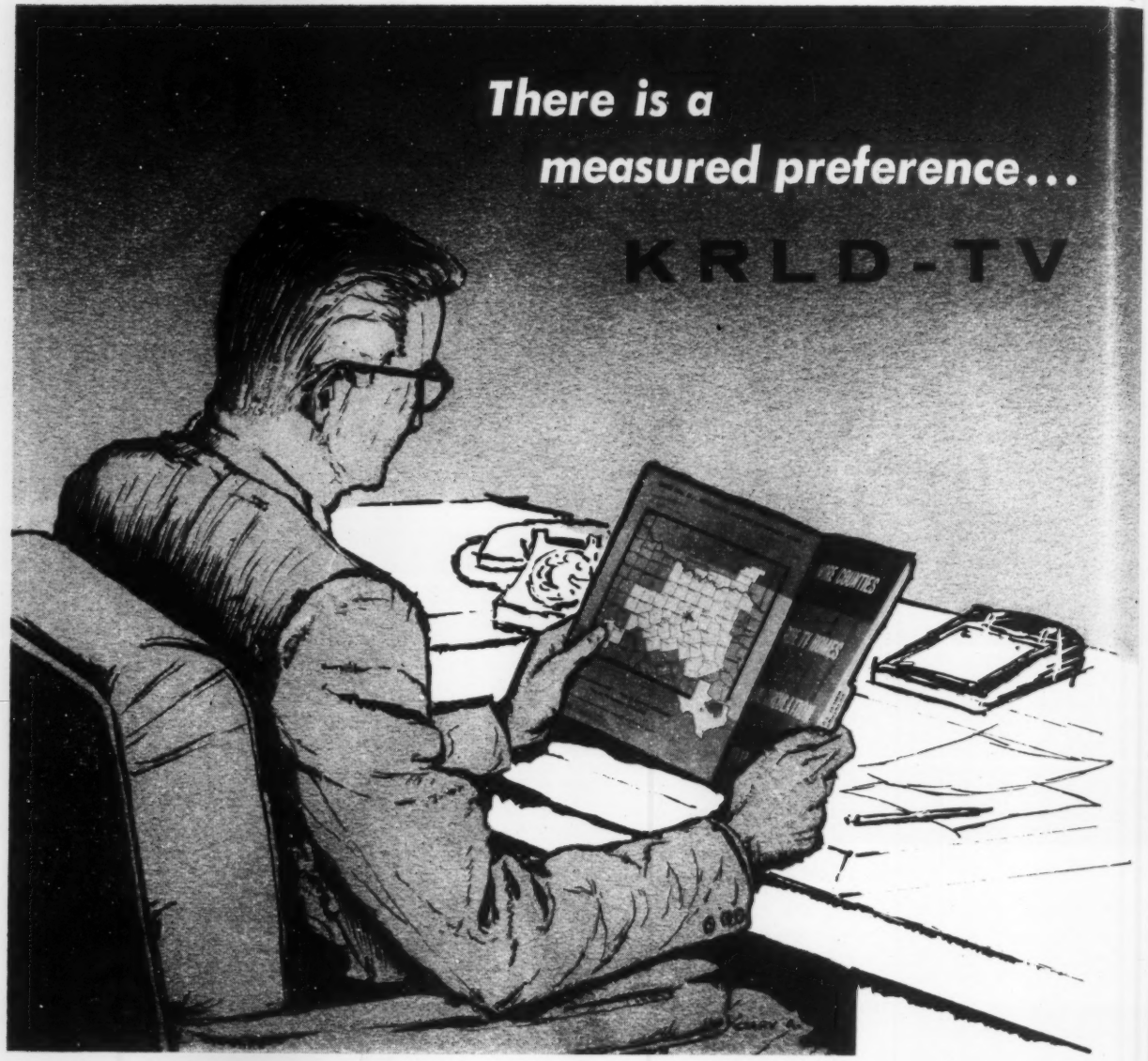
Use nighttime popularity as your programming guide, and you'll head West every time! What better program fare to capture the important daytime audiences for your station? The best Western series available, first-run-off-the-network, is THE CALIFORNIANS.



VICTORY PROGRAM SALES

A division of
CALIFORNIA NATIONAL PRODUCTIONS, INC.
New York, N.Y. • Burbank, Cal.
Fremantle of Canada, Ltd., Montreal-Toronto

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc.,
1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.



This "measured preference" is best shown in a bright, new information folder that illustrates concisely and clearly that if you want to cover the vast Dallas-Fort Worth market area, buy KRLD-TV, Channel 4.

Ask your Branham man for the "measured preference" information folders.

KRLD-TV

Represented Nationally by The Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Network questioners • Meeting being talked up by some key NBC Radio affiliates in Midwest, with indications it may be held this week or early August. There's speculation about proposal that NBC Radio change to straight or modified form of program service, *a la* plan proposed by Radio World Wide, but insiders say this is "not necessarily" so. They're said to be concerned over what they consider "incompatibilities" in network and local operations, with some thinking that NBC Radio programming aims too much at smaller-station level and not enough at major-market operations. Network sales formats also apparently causing dissatisfaction. St. Louis likely site of meeting, with Harold Grams of KSD as host, when and if it's held. RWW leaders say none of their members is involved.

Catv fan • House Speaker Sam Rayburn is all for community antenna tv systems—at least one which brings Dallas signals into his hometown of Bonham, Tex. Mr. Sam's personal view, expressed privately last week, is that it is well worth installation charge and monthly fee to bring signals 90 miles into his home. Especially telecasts of sports programs, Speaker emphasized.

No action • Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, will not hold hearings this session of Congress on many pending community antenna and booster bills. His decision is independent of any action Senate may take, with its Commerce Committee having completed several days of testimony spread over three weeks. Latest catv bill was introduced last week by Rep. John Moss (D-Calif.), member of Rep. Harris' committee.

Added starter • Appointment of FCC Vice Chairman Rosel H. Hyde as vice chairman of American delegation to Plenipotentiary Conference of International Telecommunications Union in Geneva, is imminent. Comr. T.A.M. Craven leaves this week for Geneva as chairman of Radio Conference (technical) as distinguished from Plenipotentiary Conference (diplomatic). Chairman of latter is Francis Colt de Wolf, chief of Telecommunications Div. of State Dept.

By virtue of absences of Comrs. Craven and Hyde, FCC, after it reconvenes about Sept. 2, will function with only five of its seven commissioners, perhaps until end of year. Comr. Craven will be absent until conclusion of conference, scheduled to end about Christmas. Comr. Hyde will leave in early Fall to participate in Plenipotentiary Conference which is scheduled to begin in mid-October.

Military front • Lack of news on status of FCC's conferences with military on release of some vhf frequencies to be added to tv allocation has been interpreted widely as indicating lack of success. FCC Comr. Frederick W. Ford, who heads FCC-OCDM liaison, has felt impelled to release public statement to indicate status. This may happen this week. Import of statement: Progress.

Corollary to above is question: Suppose military says okay you can have two or three vhf channels. Would Commission accept? FCC wants 25-35 contiguous channels to add to present 12 vhf, but there is inkling, that FCC may agree to accept minimum number whatever it can get.

Fm news relay • Radio Press International, New York, whose expansion of station subscribers to its voiced news service is slowed by line charges, may find from tests this week more effective and cheaper way to reach distant points. On Wednesday and Thursday (July 29-30) RPI will experiment with early morning (6:05 a.m.) transmission over specially organized fm network in southeastern section of country. Nine fm stations from Roanoke, Va., to northern Georgia and west to Tennessee will carry transmission as programming, as required by FCC regulations. Some 100 am stations are expected to pick up and tape fm broadcasts for use in their own news programs later in day. If test proves successful regular service via fm relay has target date of Aug. 17. Fm hookup arrangement could foreseeably extend to West Coast. By not using telephone lines, savings to stations will approximate $25 per week.

Iffy order • FCC's order last week to consider "feasibility" of breaking down all 24 clear channels is more bark than bite. First, it provides for rule making proceedings, which are tedious in extreme, and four commissioners who voted for proposal reserved right to reach different result after staff prepares document, which won't be in its hands until after Labor Day. Commissioners initially voting for new move were Bartley, Craven, Lee and Cross but two of them reached conclusion on what is described as "iffy" basis.

Three who opposed action (Chairman Doerfer, Hyde, Ford) did so mainly because they felt nothing should be done until Senate acts on NARBA treaty and parallel Mexican agreement on use of am broadcast band. They contended that only demands for new am stations are from populous areas and that "white" areas wouldn't benefit. Moreover, some feel clear channels, should be "stockpiled" for use in national emergencies. Because Comr. Craven will be in Geneva until Christmas (see above) Chairman Doerfer changed his vote to favor rule making to carry out will of majority, but with statement for record that he had not changed his views.

Reward for trying • Major significance seen in Commission's announcement last week it had instructed staff to draw up papers granting Beaumont, Tex., ch. 12 to Television Broadcasters Inc. (operators of now dark ch. 31 KBMT [TV]). Commission apparently was swayed by fact owners N.D. Williams and R.C. Reed tried to make go of uhf; KBMT began operating in 1954, went off air in 1956. Examiner's initial decision last year recommended Brown Telecasters Inc. (principal owner being oil-gas-lumber-real estate-banking tycoon E.W. Brown Jr.). Also applying was KJET Beaumont. FCC thus indicated it will give sympathetic "priority" to those who tried uhf but couldn't cut mustard.

Spectrum bosses • Whether it ever sees light of day, bill proposing three-man Federal Spectrum Authority to coordinate and manage allocations of radio spectrum for both government and private use has been drafted by Chairman Oren Harris (D-Ark.) of House Commerce Committee. Measure is premised on result of two-day panel last month participated in by FCC, military, common carrier and broadcasting representatives, which tacitly agreed on need for revision of existing authorities whereby president allocates for government services, sight unseen, while FCC distributes what's left to private users.

Presumably Chairman Harris is assaying reaction to bill before determining course. Delegation of four broadcasting representatives (Harold Fellows, NAB; Lester W. Lindow, Assn. of Maximum Service Broadcasters; Joseph H. Ream, CBS, and F. M. Russell, NBC) among those thus far consulted.

REACH HER FIRST IN DETROIT

with WJBK-TV's MORNING SHOW MOVIE!

Children off to school . . . husband off to work . . . a cup of coffee and now a **Good Movie!** The "Morning Show" is the first feature film of the day in Detroit, Monday through Friday at 9:00 AM. Every show is a top-flight feature from UNITED ARTISTS, SCREEN GEMS, NTA, RKO, and coming soon, PARAMOUNT.

WJBK-TV puts you right in the picture in 1,900,000 television homes in Detroit and southeastern Michigan. Help yourself to a 9-billion-dollar sales potential in the nation's fifth market.

"Famous on the local scene"

WJBK-TV

CHANNEL 2 DETROIT

Represented by the Katz Agency

100,000 Watts CBS AFFILIATE 1057-foot tower N.Y. Sales Office: 623 Madison Ave., N.Y. 22 • PLaza 1-3940

Storer Broadcasting Company

Storer Television

WJBK-TV Detroit **WJW-TV** Cleveland **WSPD-TV** Toledo **WAGA-TV** Atlanta **WITI-TV** Milwaukee

WEEK IN BRIEF

MR. NEWELL

The merchandising special comes of age • There is more to successful advertising in today's competitive marketplace than merely telling the viewer what you have to sell. To get action at the retail level, the advertiser must use his tv vehicle as the merchandising spearhead in a completely integrated all-media campaign and follow through effectively right to the point-of-sale. The principles and a case history are provided by Robert R. Newell, president of Cunningham & Walsh, New York, in this week's MONDAY MEMO. Page **29.**

Spot buying faces changes • Shortage of 60-second tv availabilities may force agencies to turn heavily to 20-second lengths, think more in terms of long-term commitments once again. That's conclusion drawn from findings of new monitoring study by Broadcast Advertisers Reports. Page **35.**

Smokin' up the air with menthol • Preparatory campaigns on radio, tv and other media for new Spring and Alpine cigarettes presage an outburst of activity for mentholated, filter-tip lines. Page **38.**

Does advertising pay and how? • Charles G. Mortimer, president of General Foods Corp., chimes in with a "yes" and tells company stockholders that advertising helps develop a large and dependable volume of sales to keep plants running efficiently. Page **38.**

Who is Al McCarthy? • The first account ever printed of the new angel of Mutual network. An operator with worldwide real estate interests, he's a quiet man whose story has never before been told; also, the only published portrait of this little-known but powerful head of many corporations. Page **48.**

Another clear-channel proposal • FCC instructs staff to try another tack on clear channel case—duplicate all 24 Class 1-As with Class II stations. New notice of proposed rule-making won't be out till September. Page **60.**

Saga of Voice • No prime time for 25-year-old favorite; Firestone executive recounts doleful tale to FCC examiner looking into television network program practices. Page **68.**

Sen. Dirksen throws roadblock • Path of bill banning *ex parte* contacts during first round of hearings by Administrative Practice & Procedures Subcommittee becomes rocky. ABA and Justice Dept. witnesses urge passage of measure. Page **70.**

Boston Ch. 5 Briefs • Greater Boston, DuMont, WHDH and *Globe* file briefs and proposed findings in remanded ch. 5 proceedings. Massachusetts Bay and Justice Dept. file late on Friday deadline. Page **74.**

Competitive tv in Canada • Dominion abandons policy of just one television station per city, signaling scramble for facilities in top markets. Also, parliamentary committee maps reforms to tighten operations of Canadian Broadcasting Corp. Page **90.**

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HELP YOURSELF
to a
TRIPLE SCOOP
in
MICHIGAN

Dip in with WILX-TV! Get a generous scoop in three major metro areas — Lansing, Battle Creek and Jackson. At each point of Michigan's Golden Triangle, WILX-TV operates "live" studios, delivers city-grade signal and leads with dominant NBC programming.

Mark These WILX-TV
MARKET FACTS:

POPULATION: 11th largest in the U.S.
(according to SRDS Consumer Market Data)

RETAIL SALES: 12th largest in the U.S.
(according to Sales Management Survey of Buying Power)

TV HOMES: 28th largest in the U.S.
(according to Television Age 100 Top Markets data)

contact
VENARD, RINTOUL & McCONNELL, INC.

WILX-TV
Channel 10

Associated with
WILS—Lansing
WPON—Pontiac

THIS 2-LB. KANSAS CITY STEAK is prime strip sirloin taken from pure-bred American Hereford. Kansas City exports tons of it every day.

Photo: CPI

KCMO-TV - Basic CBS. Channe

YOUR STAKE IN KANSAS CITY

And a whopping big stake it is in the steak capital. Survey after survey, KCMO-TV has more quarter-hour firsts (according to ARB and Nielsen) than any other station.

And KCMO-TV reaches its dominant-size audience in the million-population Kansas City market by broadcasting at maximum power from the world's tallest self-supported tower. Your message is delivered with full electronic impact.

Stake your claim here. Do it with Mid-America's No. 1 station in size of audience, picture clarity and sales success.

KCMO-TV

Kansas City, Missouri
Joe Hartenbower, V.P. & General Mgr.
Sid Tremble, Commercial Mgr.

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

Represented nationally by Katz agency.

Meredith Stations Are Affiliated with BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 35

Columbia's Salt Lake station buys imminent

Purchase of KDYL-AM-FM and KTVT (TV) Salt Lake City by Columbia Pictures Corp. from Time Inc. T-L-F broadcasters, in negotiation for past weeks (CLOSED CIRCUIT, July 20), was awaiting signature of principals late Friday (July 24) in New York. Price was $3.1 million plus, final price dependent on net quick assets at time of actual transfer. Transaction is subject to FCC approval.

Weston C. Pullen Jr., executive vice president for T-L-F, was handling that company's side of deal; Norman Louvau, general manager of Columbia's station operations, handled buying side.

Salt Lake stations are licensed to Intermountain Broadcasting & Television Corp. which purchased them in 1953 for $2.1 million. Then and until last week, Intermountain was owned 80% by T-L-F, 20% by G. Bennett Larson, stations' general manager. Mr. Larson's 20% interest was purchased by T-L-F last week. That sale is not subject to FCC approval and price was not disclosed. Mr. Larson has not announced his future plans.

Purchase is first for Columbia in radio-tv field, presumably not last. Company last year brought in Mr. Louvau, ex-sales manager of KRON-TV San Francisco, as general manager of station operations for its Screen Gems subsidiary, with assignment to find and purchase stations up to FCC limit. Midway in negotiations for Salt Lake stations Mr. Louvau, his title and duties were transferred to parent Columbia Pictures Corp., which will establish new stations division to operate Salt Lake properties and others which may be acquired.

In process of negotiation was reported purchase of ch. 9 KMSP-TV Minneapolis from National Theatres by 20th Century-Fox for reported $3.5 million. Like other picture company transactions, this is understood to also include film rights to feature film packages as part of payment. 20th Century, it is reported, is seeking maximum quota in tv station ownership.

Spyros Skouras, 20th Century-Fox president, is now in Europe. On his return, it is expected, he will make announcement of Minneapolis purchase.

Sales filed at FCC Friday:

KFNF Shenandoah, Iowa, to Nicholas and Victor J. Tedesco (50% each) by Don Searle, William A. Martin, H.A. Searle Jr., K.C. Titus, W.A. Mosier, J. Herbert Hollister and Helen Searle Blanchard for $125,000. Messrs. Don and H.A. Searle Jr. and Mr. Hollister and Mrs. Blanchard also own KMMJ Grand Island, Neb., and KXXX Colby, Kan., and Mr. Hollister owns KCOL Ft. Collins, Colo. Tedesco brothers each own 50% of WISK St. Paul, Minn. (sale pending FCC approval), 20% of KCUE Red Wing, Minn., and 37% of WCOW Sparta, Wis. KFNF is on 920 kc with 1 kw day and 500 w night.

KRKC King City, Calif., by James H. Rose and associates, to Robert C. McVay for $28,000 announced Friday. Broker was Paul H. Chapman Co. KRKC is on 1570 kc with 250 w daytime.

Moscow 'battle'

NBC-TV late Friday (July 24) scheduled color videotape coverage of Moscow exchange between Vice President Nixon and Premier Kruschchev for 2 p.m. Saturday with repeat at 7 p.m. Sunday. Recording made Friday noon at RCA-Ampex exhibit at American National Exhibition in Moscow. It was being flown to U.S. by Ampex Vice President Philip L. Gundy. CBS-TV planned to run it Saturday. Recording was estimated to run 16 to 20 minutes, with interpretation. ABC-TV decision to telecast tape was pending late Friday.

Justice Dept. findings filed in Boston ch. 5

Justice Dept. Friday (July 24) recommended that both WHDH Inc. (winning applicant) and Massachusetts Bay Telecasters be disqualified in Boston ch. 5 case (earlier story, page 74). Justice views, along with those of MBT, maintaining WHDH grant should be set aside and applicant disqualified, were filed Friday at FCC as proposed findings following rehearing of Boston decision.

"Both WHDH and MBT should be disqualified," Justice stated. "These two applicants ceased to depend upon the merits of their cases and sought discriminatory and favored treatment by attempting to influence the Commission in a matter other than the recognized and public processes of adjudication." Accordingly, Justice brief maintained, the grant to WHDH "must be set aside as void *ab initio* and this comparative proceeding should be re-opened."

MBT held former FCC Chairman George C. McConnaughey should have been disqualified from voting because of off-record contacts made with him by WHDH and for other reasons and concluded he may have been improperly influenced and may have improperly influenced other FCC members. MBT said information furnished FCC by Justice Dept. on status of antitrust charges against WHDH is grounds for setting aside grant because other parties weren't notified. WHDH "persistently" tried to obtain favorable decision by "extrajudicial means," MBT said.

MBT held contacts by its officials with Washington officials and with Mr. McConnaughey should not reflect adversely on it from comparative standpoint.

Catv, broadcasters argue before FCC

Conflict between FCC's common-carrier and broadcasting duties was pointed up Friday in oral arguments before Commission.

At issue were protests filed by broadcasters against privately owned common-carrier microwave systems that pick up distant, big-city tv signals and deliver them to community tv systems in small cities—thus doubling or tripling local broadcasters' competition for audience.

Involved are FCC grants to Mesa Microwave Inc. to feed Jacksonville, Fla., signals to Tallahassee, and San Antonio signals to Laredo, Tex.; East Texas Transmission Co. to feed Dallas-Fort Worth signals to Tyler, Tex.; Carter Mountain Transmission Corp., to extend its present system to feed Casper, Wyo., tv signals to Thermopolis, Wyo., and to increase number of channels in feeding Riverton and Lander, Wyo., and Montana Microwave seeking to serve Helena, Mont.

Protesting these grants (Commission approved these applications last April, denied several protests, but U.S. Court of Appeals remanded last May) were WCTV-TV Thomasville, Ga., KLTV-TV Tyler, KWRB Riverton, KGNS-

CONTINUES *on page 10*

AT DEADLINE

CONTINUED *from page 9*

TV Laredo, and KXLJ-TV Helena.

Among major questions brought up by lawyers and questioning Commissioners (all present except Comr. T.A.M. Craven), were:

- Should FCC extend economic protection to local broadcaster? Should FCC also extend economic protection to microwave relay company?
- Common carrier rules provide FCC must certificate common carrier if it extends offer to serve all who ask for service. Commission has policy also of inquiring as to need for service.
- Do these microwave carriers meet test of common carriers since they serve only single catv customer, which often is same interests as microwave carrier company?
- Does Commission have right to inquire into content of traffic carried by microwave system?
- Should not this problem be met at local, catv level—rather than at microwave level?
- If Commission revokes catv permit (FCC does not have jurisdiction over catv systems, but there is legislation pending which would give it this authority), does that not lead to premise that FCC could order local broadcasters to carry certain shows for which public has shown preference (through payments to catv)?

Arguments for broadcasters were made by Vernon L. Wilkinson, Edward F. Kenehan and Fanney N. Litvin. E. Stratford Smith represented microwave systems and Arthur A. Gladstone, FCC's Common Carrier Bureau.

Informed electorate

CBS was slated to carry its fight against Sec. 315 and FCC's interpretation of it to public yesterday (July 26, 6-6:30 p.m. EDT) in special CBS-TV program highlighted by editorial delivered by President Frank Stanton. History, meaning and FCC applications of Sec. 315 were to be sketched by newsman Howard K. Smith in report leading up to Dr. Stanton's editorial. Dr. Stanton was expected to stress vital importance of informed electorate—and impossibility of radio-tv's using its abilities and contributing its share until broadcast blackout imposed by equal-time law is removed.

• Business briefly

• Seven-Up Co. (beverage), St. Louis, reported signed by ABC-TV for alternate-week half-hour of *Walt Disney Presents* (Fri., 7:30-8:30 p.m. EDT), effective in fall. Agency: J.M. Mathes Inc., N.Y.

• Midas Automobile Mufflers, Chicago, and Hamm's Beer, St. Paul, sign for segments of CBS-TV coverage of Professional Golfers Assn. championship matches (Aug 1, 5:30-6:30 p.m. EDT); Aug. 2, 5-6:30). Bozell & Jacobs, Chicago, is agency for Midas; Campbell-Mithun, Minneapolis, for Hamm.

• General Electric Co. Major Appliance Div., Louisville, through Young & Rubicam, N.Y., will sponsor *The Fabulous Fifties* on CBS-TV Jan. 17, 1960 (8-9 p.m. EST). Produced by Leland Hayward, 90-minute special will depict past decade in music, comedy, drama and dance. Mild controversy between CBS-TV and NBC-TV started when latter network announced title of Ford Motor special next season also would be *The Fabulous Fifties*. Producer of Ford specials, Hubbell Robinson Jr., last week said title will be changed.

WEEK'S HEADLINERS

MR. CAMPBELL

WENDELL B. CAMPBELL, formerly vp, RKO TeleRadio Pictures Inc., in charge of Pacific coast sales for RKO radio and tv properties, appointed managing director of new Storer station, KPOP Los Angeles, effective Aug. 1. Mr. Campbell began broadcasting career in 1938 as account executive with CBS Radio Sales. He has been general and sales manager of KMOX St. Louis, manager of WCCO Minneapolis, and later vp, CBS Radio in charge of radio spot sales. He joined RKO TeleRadio Pictures in 1956 as vp and general sales manager of Mutual Broadcasting System (then RKO-controlled), was named vp of Don Lee Div. and general manager of KFRC-AM-FM San Francisco.

MR. HARRIS

LESLIE T. HARRIS, vp, production of CBS Films Inc., N.Y., has resigned to join new International Television Production Div. of Independent Television Corp., with headquarters in London, effective Aug. 1. Mr. Harris will work closely with Associated Television Ltd., which has interest in ITC, in development of co-production and co-financing transactions with U.S. networks and sponsors for tv programs to be filmed in England and other overseas countries and distributed internationally through ITC. Mr. Harris joined CBS Films in 1953 as vp and general manager, previously had been director of radio-tv for Colgate-Palmolive Co., national program director with NBC Radio and director of radio with Benton & Bowles.

GUSTAVE NATHAN, formerly director of sales development for WNBC (TV) and WKNB, both New Britain, Conn., as of today (July 27) becomes manager of Herald Tribune Radio Network, it was announced by Martin Stone, president of VIP Radio Inc., Mt. Kisco, N.Y., which operates network. Mr. Nathan, who will be headquartered with Mr. Stone at 595 Madison Ave., New York, will have general administrative responsibility over four stations as well as network sales and management. Stations are: WFYI Mineola, WVOX New Rochelle, WVIP Mt. Kisco and WGHQ Saugerties, all New York. From 1948 to 1952 Mr. Nathan was station manager and sales manager of WWCO Waterbury, Conn. He then joined WKNB as commercial manager and in 1955 became director of sales development when uhf station WKNB-TV, later WNBC, was started. Mr. Stone also announced RICHARD K. DOAN, director of Herald Tribune Network, will continue in that position in charge of network programming. Herald Tribune Network stations are owned jointly by Mr. Stone and Plymouth Rock Publications Inc. (John Hay Whitney), which also owns *New York Herald Tribune, Parade Magazine*. Mr. Whitney is partner in J.H. Whitney & Co., majority owner of Corinthian Stations (KOTV [TV] Tulsa, WISH-AM-TV Indianapolis, WANE-AM-TV Fort Wayne, KHOU-TV Houston and KXTV [TV] Sacramento).

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

IT COMMUNICATES!

It takes only one wave of a checkered flag to signal the winner as thousands of horsepower race down the straightaway. That's communication. And it takes only one word from WOOD-TV to send hundreds of thousands of WOODlanders racing straightaway to their stores. That's real communication. There's plenty of buying power, too in Western Michigan — where everybody is a WOODwatcher. Make your client a winner. Check Katz for details.

WOOD-TV is first - morning, noon, night, Monday through Sunday February '59 ARB Grand Rapids, Michigan

WOOD-AM is first - morning, noon, night, Monday through Sunday March '59 Pulse Grand Rapids - 5 county area

WOOD AM TV

WOODland Center,
Grand Rapids, Michigan

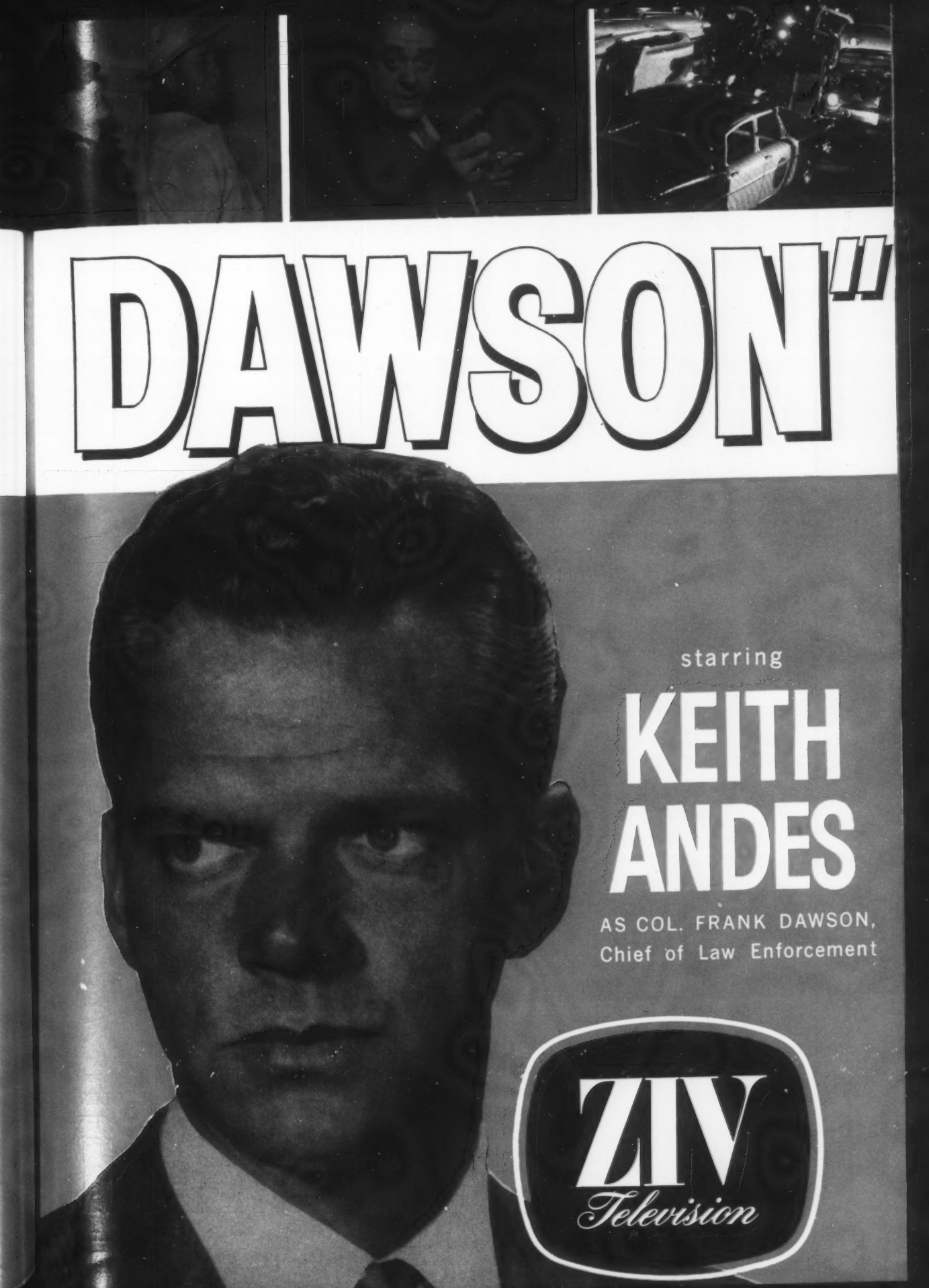
WOOD-TV—NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD-Radio — NBC.

ZIV's NEW IMPACT SERIES!

Stories that UNMASK THE MEN who run ORGANIZED CRIME!

"THIS MAN

The unique idea of pitting a perfect law enforcer against a "powerful underworld adept in evil and equipped to the teeth" has ALL THE DRAMATIC QUALITIES FOR SUCCESS THAT SPONSORS LOOK FOR IN A TV SERIES!


DAWSON"
starring
KEITH ANDES
AS COL. FRANK DAWSON,
Chief of Law Enforcement
ZIV
Television

WKMH Bucks Trend, Joins Radio Network

BY BETTELOU PETERSON
Free Press Radio-TV Writer

May 24, WKMH will join the CBS radio
...when most other radio stations
...the networks and in-
...operation of

ming structure will divide into daily segments aimed at specific listeners.

From 6 to 9 a.m., Marty McNeely will broadcast music, news and road information for those on their way to work.

From 9 a.m. to 12 n. ...time serials and news ...at the house-

Mitch Miller Salutes WKMH Here Sunday

By BETTY HYDE

AS PART OF CBS' salute to WKMH, its new affi... here, the network has selected Detroit as the origin... point for Sunday's Mitch Miller show.

The program of music and conversation will be h... cast at 10:10 p.m. Sunday, the day the new affili... becomes effe...

For his ... have three ... alities. The ... Red Wing ... Wilkie, ve...

Seger, author and member ... ...ity of Michi...

WKMH Youth Show Is a "Gas"

CBS Radio S... Move to WK...

This Week ...

Roger Smith in WKMH Festival

The greatest show ever to ... Detroit ... the ...

Goodfellow Title Game Scheduled by WKMH

By BETTY HYDE

SPORTS-MINDED WKMH will be at Br...
Friday night to present direct coverage ...
football game between Redfor...
Mary's. Frank Sims will ...
starting at 7:55 ...
Birmi...

WKMH AGAIN KEY STATION FOR TIGER BASEBALL

...estival a Howling Success

Robin Seymour WKMH

1—"Battle of New Orleans" —Johnny Horton

2—"Dream Lover" —Bobby Darin

...k on Your C... ...nie Fra...

Detroit Li... Football To ... Aired on WK...

The complete 1959 sched... of Detroit Lions footb... games, both at home a... away, will be broadcast ... Fall by Station WKMH, ... was announced today.

WKMH TO CARRY ALL '59 UNIV. OF MICHIGAN FOOTBALL

Photos by Detroit Times and Detroit Free Press

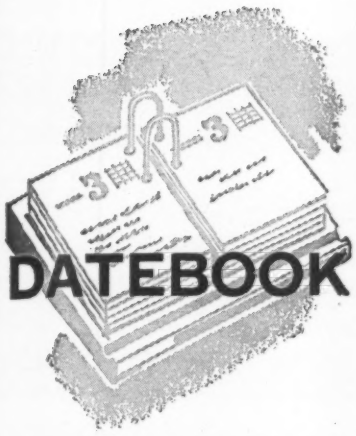
. . . look who's grabbing the headlines!

The *BIG* news in Detroit is the radio programming of Station WKMH—new CBS affiliate. It's MAKING HEADLINES and making history . . . with an unbeatable combination of the best in sports, music, news, public service . . . plus CBS network programs. Star attractions like Tiger baseball, U. of M. and Detroit Lions football, and top personalities like Robin Seymour prove once again that WKMH has *all the radio excitement in town in one place.*

Represented by Edward Petry & Co., Inc.

WKMH

THE STATION THAT NOW HAS EVER... THING
CBS RADIO IN DETROIT



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

JULY

*July 28-31—**Senate Judiciary Antitrust** hearings on legislation to exempt professional sports from antitrust laws, Room 318 (Caucus Room), Senate Office Bldg., Washington.

July 30—**Radio & Television Executives Society's** first annual Fun Day Outing, Pelham (N.Y.) Country Club, for RTES members and guests.

AUGUST

Aug. 3—Comments due on **FCC** proposal to revise television network rules including cutting down on option time, counting straddle programs as option time entirely, etc. Commission requests that comments also refer to same revisions in radio network rules. Docket 12,859. Postponed from June 22.

Aug. 4—Argument in **Ninth Circuit Court**, San Francisco, on request for temporary injunction against FCC by Montana Microwave (common carrier relay feeding Spokane tv signals to Helena, Mont., community tv system). Litigation is against FCC order staying grant to Montana Microwave pending outcome of protest proceeding filed by KXLJ-TV Helena.

Aug. 16-17—**Montana Broadcasters Assn.**, Rainbow Hotel, Great Falls.

Aug. 16-18—**Georgia Assn. of Broadcasters**, summer meeting, Jekyll Island.

Aug. 16-18—**Georgia AP Broadcasters**, Jekyll Island.

Aug. 18-21—**National Assn. of Educational Broadcasters**, seminar for radio station managers, U. of Wisconsin, Madison.

Aug. 18-21—**Western Electronic Show & Convention** (Wescon), Cow Palace, San Francisco. Dr. Herbert F. York, Defense Dept. director of research and engineering, will speak Aug. 21 at luncheon to be held at Fairmont Hotel. **Corporate meeting** at Fairmont, Aug. 19.

Aug. 20-22—**South Carolina Broadcasters Assn.**, Holiday Lodge, Myrtle Beach.

Aug. 21-23—**Arkansas Broadcasters Assn.**, Arlington Hotel, Hot Springs. Howard H. Bell, NAB, will conduct editorializing clinic.

Aug. 23-24—**UPI Broadcasters of Connecticut, Massachusetts, Rhode Island, Maine, Vermont and New Hampshire** aboard aircraft carrier **Wasp** at sea; board destroyer at South Boston Naval Annex for transfer to **Wasp** 100 miles out; return to Boston.

Aug. 24-28—**American Bar Assn.**, annual meeting, The Americana, Miami Beach, Fla.

Aug. 25-28—Closed-circuit tv seminar, **National Assn. of Educational Broadcasters**, U. of Pennsylvania, University Park, Pa.

Aug. 28-30—**West Virginia Broadcasters Assn.**, Greenbrier, White Sulphur Springs. FCC Comr. Frederick W. Ford and *Howard H. Bell, NAB assistant to president, will speak.

*Aug. 29—**Mississippi Broadcasters Assn.**, sales management conference, Heidelburg Hotel, Jackson.

Aug. 29—**Oklahoma Broadcasters Assn.** summer meeting, Lake Murray Lodge, Ardmore. Judge John Brett, presiding judge of Oklahoma Criminal Court of Appeals whose court rendered decision in favor of court broadcasting, will address luncheon. Ben Sanders, KICD Spencer, Iowa, will conduct sales clinic.

SEPTEMBER

Sept. 3—**North Carolina AP Broadcasters** annual meeting, Charlotte.

Sept. 4-5—**Texas AP Broadcasters**, 1959 convention, Rice Hotel, Houston.

Sept. 10—**Advertising Research Foundation** seminar in operations research, on 13 consecutive Thursdays starting this date. Further information from ARF.

Sept. 11-12—**Country Music Assn. Board of Directors**, Springfield, Mo.

Sept. 11-13—**Southwest stereo/hi-fi show**, Shamrock-Hilton Hotel, Houston, Tex.

Sept. 12—**AP Broadcasters of Ohio**, Columbus.

Sept. 16-18—**Michigan Assn. of Broadcasters**, fall convention, Hidden Valley, Gaylord.

Sept. 17—**Assn. of National Advertisers** sales promotion workshop at Hotel Sheraton-East, New York. Program on "incentive selling methods" to include panel discussions, case histories and presentations by recognized authorities. Horace Barry, merchandising manager, The Nestle Co., is program committee chairman.

Sept. 17-19—**Mutual Adv. Agency Network**, second in series of three-day workshop-business sessions under new format calling for three (instead of four) annual meetings, Bismarck Hotel, Chicago.

Sept. 18-20—**Southwest stereo/hi-fi show**, Hotel Adolphus, Dallas, Tex.

Sept. 18-20—**United Press International Broadcasters Assn.** of Minnesota, Sawbill Lodge, Tofte.

Sept. 21-22—**Louisiana Assn. of Broadcasters**, Francis Hotel, Monroe. Speakers include Ed Fitzgerald, J. Walter Thompson Co., Chicago, and Charles H. Tower, NAB personnel-economics manager, who will speak on "Labor Problems and Solutions in Broadcasting."

Sept. 22-24—**Electronic Industries Assn.** fall conference, Hotel Traymore, Atlantic City, N.J.

Sept. 21-23—**Westinghouse Broadcasting Co. Third Industrywide Public Service Programming Conference**, Stanford U., Palo Alto, Calif.

Sept. 23-24—**CBS Radio Affiliates Convention**, Waldorf-Astoria, New York.

Sept. 24-26—**AFA 10th District** convention, Hotel Texas, Fort Worth.

Sept. 25—**Advertising Research Foundation**, fifth annual conference, Waldorf-Astoria, New York.

Sept. 25-26—Ninth annual **Broadcast Symposium, Institute of Radio Engineers** and **American Institute of Electrical Engineering**, Willard Hotel, Washington.

Sept. 26-27—**American Women in Radio & Television**, southwestern conference, Shamrock Hotel, Houston.

Sept. 27-29—**Assn. of Independent Metropolitan Stations**, Hotel Roosevelt, New York.

Sept. 29-Oct. 3—**Affiliated Advertising Agencies Network** international convention, Somerset Hotel, Boston.

IN PROVIDENCE

WJAR SELLS

your product because we've evaluated, served and sold this multi-million market since 1922. Our audience has confidence in us — and in the products we advertise.

WJAR SELLS

to eardrums receptive to sensible music and news. No "guitar-string fatigue" in our audience. They expect *better* things and they *get* it.

WJAR SELLS

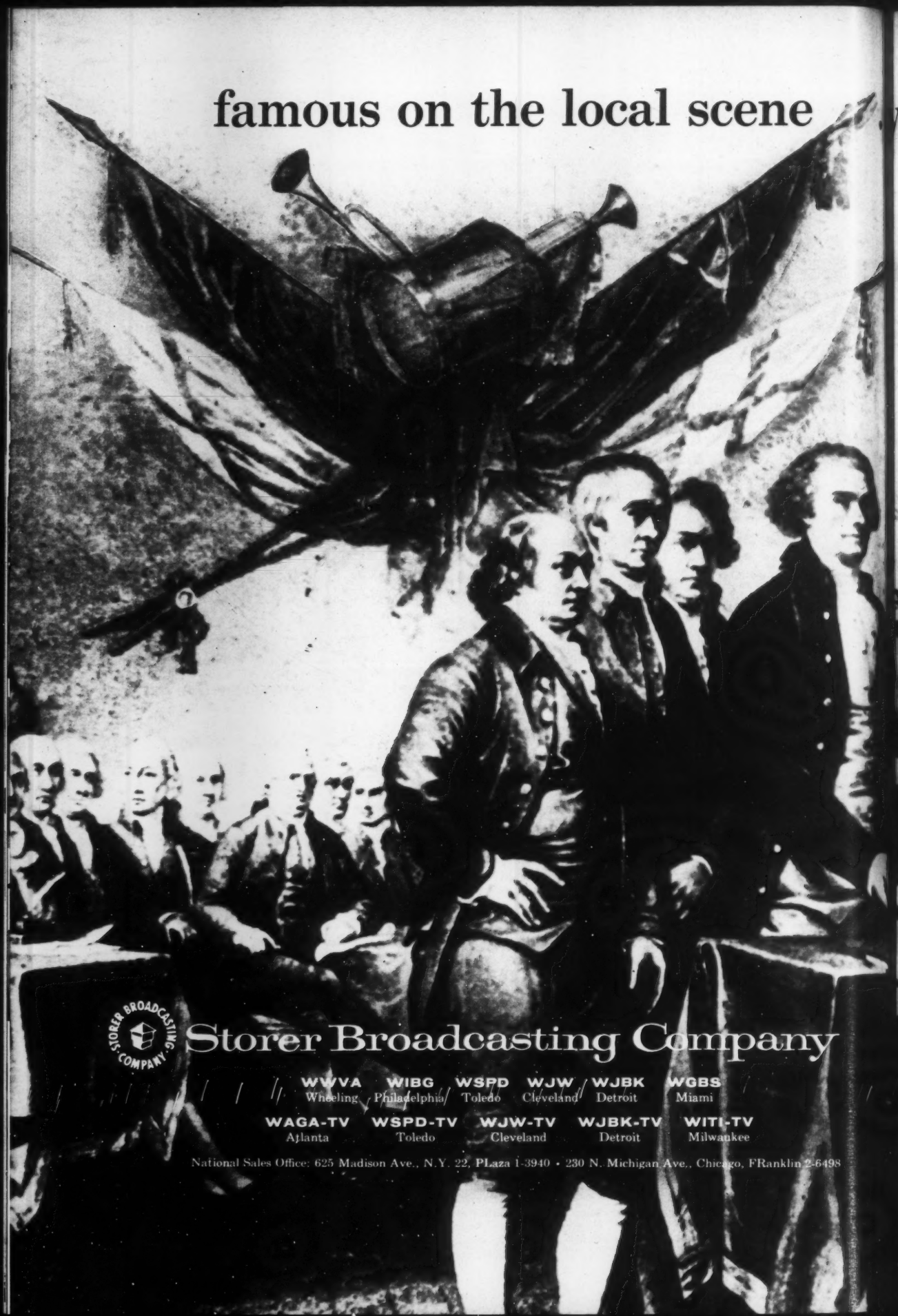
through air salesmen, not beatniks; through sound programming, not panic buttons; through sales-producing promotions.

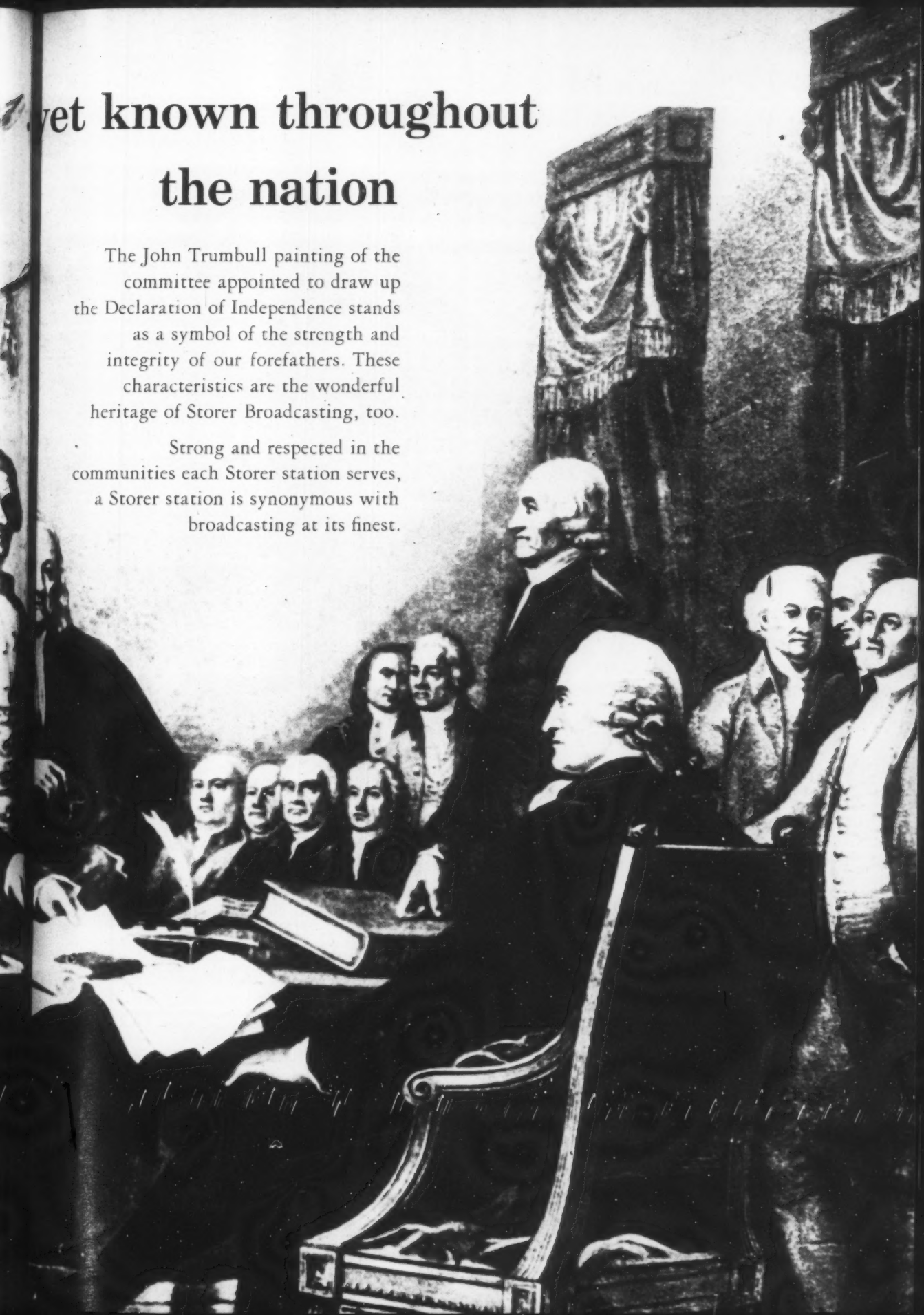
Any *better* reason for selecting *any* station?

..BUY WJAR

and BENEFIT!

Sister station of WJAR - TV
Represented proudly by Edward Petry & Co.


famous on the local scene
STORER BROADCASTING COMPANY
Storer Broadcasting Company
WWVA Wheeling
WIBG Philadelphia
WSPD Toledo
WJW Cleveland
WJBK Detroit
WGBS Miami
WAGA-TV Atlanta
WSPD-TV Toledo
WJW-TV Cleveland
WJBK-TV Detroit
WITI-TV Milwaukee
National Sales Office: 625 Madison Ave., N.Y. 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago, FRanklin 2-6498



...et known throughout the nation

The John Trumbull painting of the committee appointed to draw up the Declaration of Independence stands as a symbol of the strength and integrity of our forefathers. These characteristics are the wonderful heritage of Storer Broadcasting, too.

Strong and respected in the communities each Storer station serves, a Storer station is synonymous with broadcasting at its finest.

Ask the man who gets around...

WDBJ is one of the best buys in television . . . *anywhere!*

WDBJ-TV covers 53 counties . . . where there are over 400,000 television homes, $2 billion in retail sales. You can buy into this rich market economically and effectively, for WDBJ-TV furnishes highly rated shows at comparatively low cost to you.

For example, Anne Howard's PANORAMA, most popular women's show in the area, has an average daily rating of 14.7, and delivers viewers for only 82 cents per M on a 10 Plan; $1.05 on a 5 Plan.* Powerful sales-producing merchandising support provided, too!

It will pay you to take a closer look at PANORAMA and other "best buys" offered by WDBJ-TV.

*all cpms based on March, 1959 NSI

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV CBS TELEVISION CHANNEL **7**

Maximum Power • Maximum Height

ROANOKE, VIRGINIA

here is... modern radio

Want to peak your Station profits? You can as hundreds of *modern* Radio Stations are doing with Lang-Worth's SALES SUCCESS PLAN. Write for full details plus new "SHOWCASE" disc today!

LANG-WORTH FEATURE PROGRAMS, INC.
1755 BROADWAY N.Y. 19, N.Y.
TELEPHONE: JUdson 6-5700

OCTOBER

Oct. 4-6—**AFA 7th District** convention, Roosevelt Hotel, New Orleans, La.

Oct. 5-9—**Society of Motion Picture & Television Engineers**, 86th semi-annual convention, Statler-Hilton Hotel, New York.

Oct. 5-9—11th annual convention and professional equipment exhibit, **Audio Engineering Society**, Hotel New Yorker, New York. Technical papers from many nations have been submitted for presentation, covering newest theories, developments and achievements in the audio field, including stereo.

Oct. 6-7—**Electronic Industries Assn.**, value engineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

Oct. 6-8—**Conference on Radio Interference Reduction**, auspices **IRE, Signal Corps** and **Armour Research Foundation**, Museum of Science & Industry, Chicago.

Oct. 7-9—**Canadian Section, Institute of Radio Engineers**, annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.

Oct. 9-10—**Indiana Broadcasters Assn.**, French Lick, Ind.

Oct. 12-15—**National Electronics Conference**, 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

Oct. 14-17—**Radio-Television News Directors Assn.**, 14th international convention, St. Charles Hotel, New Orleans. Among speakers will be FCC Chairman John C. Doerfer and Rep. John E. Moss (D-Calif.), who will discuss broadcast news and freedom of information, respectively.

Oct. 15—Beginning of the eight annual **NAB Fall Conferences.** For full list of dates and places, see special listing on page 18.

Oct. 15-16—**Central Region** annual meeting, **American Assn. of Advertising Agencies**, Drake Hotel, Chicago.

Oct. 18-21—Western Regional Convention, **American Assn. of Advertising Agencies**, Biltmore and Miramar Hotels, Santa Barbara, Calif. Agenda includes day of closed sessions for member agency management delegates and day-and-a-half of open sessions.

Oct. 22-23—**Audit Bureau of Circulations**, annual meeting, Drake Hotel, Chicago.

Oct. 22-23—**Kentucky Broadcasters Assn.**, fall meeting, Phoenix Hotel, Lexington.

Oct. 23-25—Midwest conference, **Women's Adv. Clubs**, Milwaukee.

Oct. 26-30—**National Assn. of Educational Broadcasters** convention at Sheraton-Cadillac Hotel, Detroit.

Oct. 29-30—Electronic devices meetings sponsored by **Professional Group on Electronic Devices, Institute of Radio Engineers**, Shoreham Hotel, Washington.

Oct. 29-31—**New Jersey Broadcasters Assn.**, fall meeting, Nassau Inn, Princeton.

NOVEMBER

Nov. 2-4—**Broadcasters Promotion Assn.** convention, Warwick Hotel, Philadelphia. Robert W. Sarnoff, NBC board chairman, will be keynote speaker. Other speakers: H. Preston Peters, Peters, Griffin & Woodward; Adam J. Young, Adam Young Inc., and James T. Quirk, **Tv Guide**. Jim Kiss, WPEN Philadelphia, program chairman, said agenda will provide maximum exchange of ideas. Panels will be restricted to two participants.

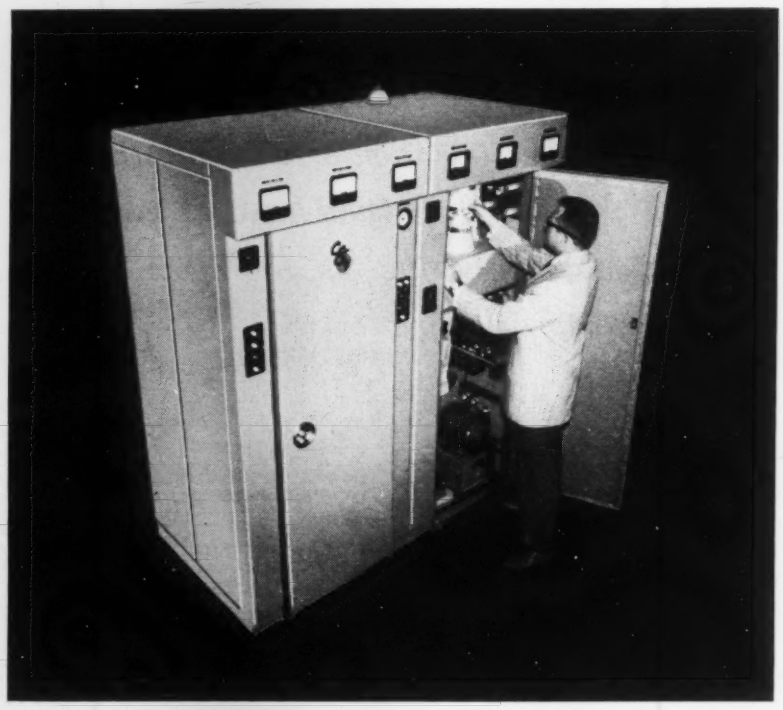
Nov. 4-5—**Eastern Annual Conference, American Assn. of Advertising Agencies**, Biltmore Hotel, New York. Seven specialized workshops and management events are scheduled.

All television is good in Minneapolis-St. Paul. Four sharp stations fight for every viewer. Competition is keen and constant. But the difference between good and great shows up like this: Of the 50 station breaks with the most viewers on all Twin City television, WCCO Television has 50% more than all the three competing stations combined. Of the top 100 spots, WCCO Television again has more than all competition put together.*

THE DIFFERENCE
BETWEEN GOOD & GREAT
IN MINNEAPOLIS—ST. PAUL
TELEVISION IS...

*Nielsen Station Total Audience, April, 1959

REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.



Beautifully simple, exceptionally reliable 5-10 KW transmitter by CONTINENTAL

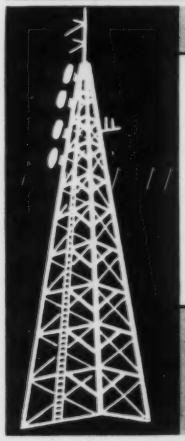
The type 315B/316B AM transmitter offers a "plug-in" power package – conversion from 5 to 10 KW without major circuit changes. Less than 1% carrier shift – output independent of power line regulation. Special long-life selenium rectifiers throughout for minimum warmup time. All aluminum, frameless cabinets give maximum harmonic reduction take small space. Specifically designed for practical unattended operation. Easily installed anywhere – virtually maintenance free!

get full details – send for new literature

Continental Electronics

MANUFACTURING COMPANY

4212 S. Buckner Blvd. • EVergreen 1-1135 • Dallas 27, Texas



America's Leading Business Brokers

Interested in buying or selling Radio and TV Properties?

When your business is transacted through the David Jaret Corp., you are assured of reliability and expert service backed by over 36 years of reputable brokerage.

150 MONTAGUE STREET
BROOKLYN 1, N. Y.
ULster 2-5600

DAVID JARET CORP.

Nov. 8-9—Fall meeting, Texas Assn. of Broadcasters, Texas Hotel, Fort Worth.

Nov. 9-10—Institute of Radio Engineers, radio fall meeting. Syracuse Hotel, Syracuse, N.Y.

*Nov. 17—California Broadcasters Assn., Ambassador Hotel, Los Angeles.

Nov. 18—East Central Region annual meeting, American Assn. of Advertising Agencies, Penn-Sheraton, Pittsburgh. Afternoon and evening sessions open to invited guests.

Nov. 18-20—Television Bureau of Advertising, annual meeting, Sheraton Hotel, Chicago.

Nov. 19-20—Tennessee Broadcasters Assn., Andrew Jackson Hotel, Nashville.

DECEMBER

Dec. 2-4—Electronic Industries Assn. winter conference, Statler-Hilton, Los Angeles.

Dec. 11—Comments due to the FCC on stereophonic multiplexing rules as part of FCC's inquiry into possible wider use for fm subsidiary communications authorizations.

JANUARY 1960

Jan. 24-29—NAB Board of Directors, El Mirado Hotel, Palm Springs, Calif.

FEBRUARY 1960

*Feb. 14-20—Advertising Federation of America's National Advertising Week (co-sponsored by Advertising Assn. of the West).

Feb. 17—Assn. of National Advertisers, co-op advertising workshop, Hotel Sheraton-East, New York.

Feb. 24-25—Fifth annual State Presidents Conference under NAB auspices, Shoreham Hotel, Washington. Presidents of state broadcasters association will attend; Voice of Democracy luncheon will be a feature.

MARCH 1960

March 16-18—Electronic Industries Assn., spring conference, Statler Hilton, Washington.

APRIL 1960

April 3-7—NAB Annual Convention, Conrad Hilton Hotel, Chicago.

MAY 1960

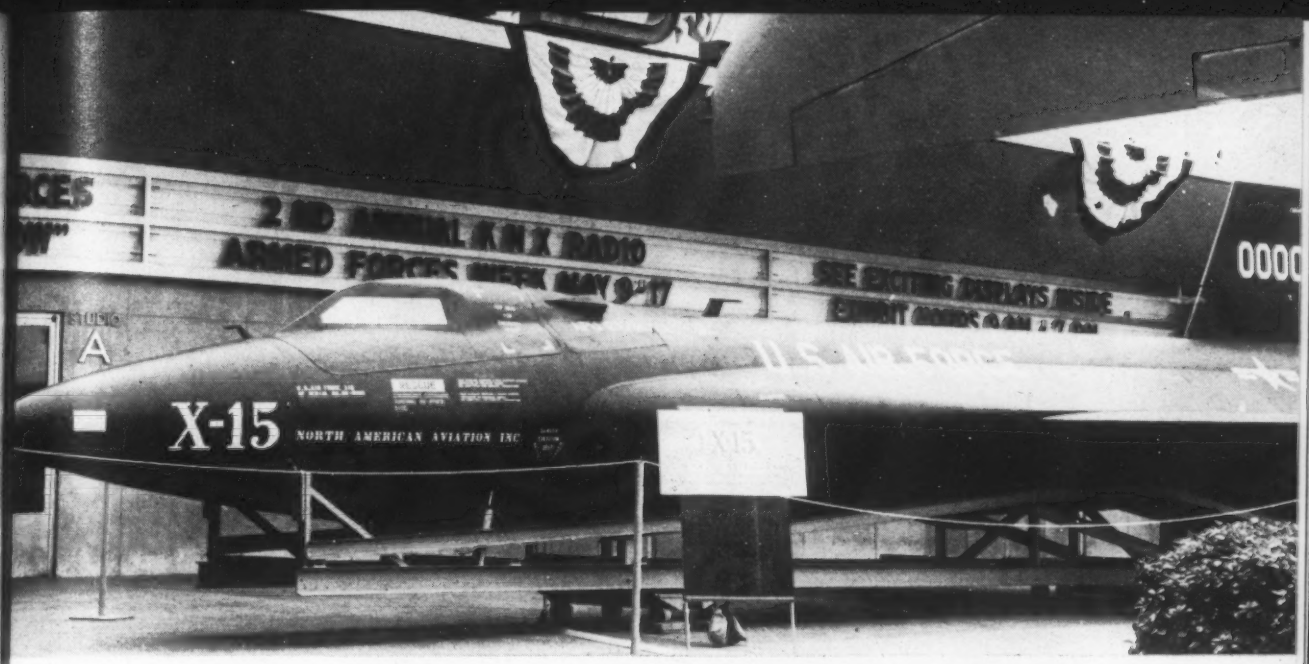
May 18-20—Electronic Industries Assn. annual convention, Pick Congress Hotel, Chicago.

NAB FALL CONFERENCES

Oct. 15-16—Mayflower Hotel, Washington.
Oct. 19-20—Sheraton Hotel, Chicago.
Oct. 22-23—Somerset Hotel, Boston.
Oct. 29-30—Dinkler-Plaza Hotel, Atlanta.
Nov. 10-11—Texas Hotel, Fort Worth.
Nov. 12-13—Brown Palace Hotel, Denver.
Nov. 16-17—Ambassador Hotel, Los Angeles.
Nov. 19-20—Olympic Hotel, Seattle.

RADIO ADVERTISING BUREAU REGIONAL MANAGEMENT CONFERENCES

Sept. 2-3—Princeton Inn, Princeton, N.J.
Sept. 10-11—The Greenbrier, White Sulphur Springs, W. Va.
Sept. 14-15—Ponte Vedra Inn, Ponte Vedra Beach, Fla.
Sept. 17-18—Arlington Hotel, Hot Springs, Ark.
Sept. 21-22—Mark Thomas Inn, Monterey, Calif.
Sept. 24-25—Harvest House of Boulder, Colo.
Sept. 28-29—The Villa Moderne, Deerfield, Ill.
Oct. 5-6—St. Clair, Inn and Country Club St. Clair, Mich.

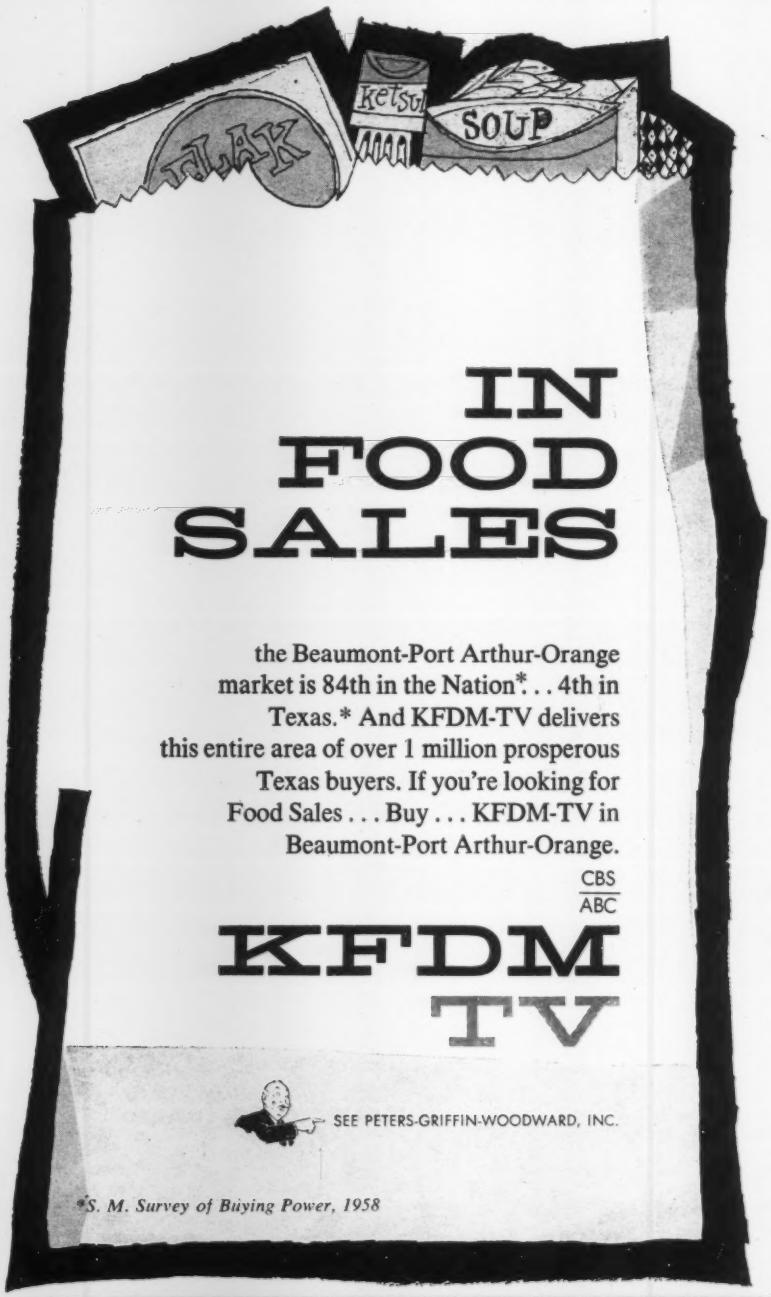


"in the public interest..."

Community service is a most important facet of a radio station. That's why, in addition to strong public service programming and vigorous support of civic activities, KNX stages a continuing series of events in its Columbia Square home. The most striking of these displays is the KNX Armed Forces Week each May. This year 75,000 Southern Californians saw the latest in space age weapons and probes. No less significant was our Youth Science Fair featuring the exhibits of outstanding high school students selected from over 200 Los Angeles County high schools. Last year during the Christmas season, choral groups from all over the Southland came to sing for highly appreciative KNX listeners. A man is known by the company he keeps. So is an advertiser. That's why it pays to keep company with KNX Radio... Southern California's #1 radio station for community service.

Represented by CBS Radio Spot Sales

KNX CBS RADIO LOS ANGELES


FLAK
ketsi
SOUP
IN
FOOD
SALES
the Beaumont-Port Arthur-Orange market is 84th in the Nation*. . . 4th in Texas.* And KFDM-TV delivers this entire area of over 1 million prosperous Texas buyers. If you're looking for Food Sales . . . Buy . . . KFDM-TV in Beaumont-Port Arthur-Orange.
CBS
ABC
KFDM
TV
SEE PETERS-GRIFFIN-WOODWARD, INC.
*S. M. Survey of Buying Power, 1958

PLAYBACK

QUOTES WORTH REPEATING

Pitfalls of stereotype programming

Sameness in radio programming can be suicidal, warns Fred Ruegg. Speaking July 13 at a meeting of the Idaho State Broadcasters, the general manager of KNX Los Angeles offered these constructive criticisms:

So, what can we do? Well, there are several things I think we can and must do. The most important of which is we must quit copying each other. It seems to me that if the Top 40 operation has become the No. 1 station in a community, the competitive answer is not to copy what he is doing but to find something that is better . . .

I know that new ideas are the scarcest commodity in the business. But there are new ideas, and they're worth pursuing . . .

. . . But above all things, dare to be different! Dare to take chances! Find a new and unusual disc jockey personality. Or try a talk program. Who says that music is the only successful program ingredient? Of course not all new ideas will work, but some of them will.

I have great faith in radio. I am convinced that if we can give the people what they want, they'll listen—and they'll even leave their television sets to do it.

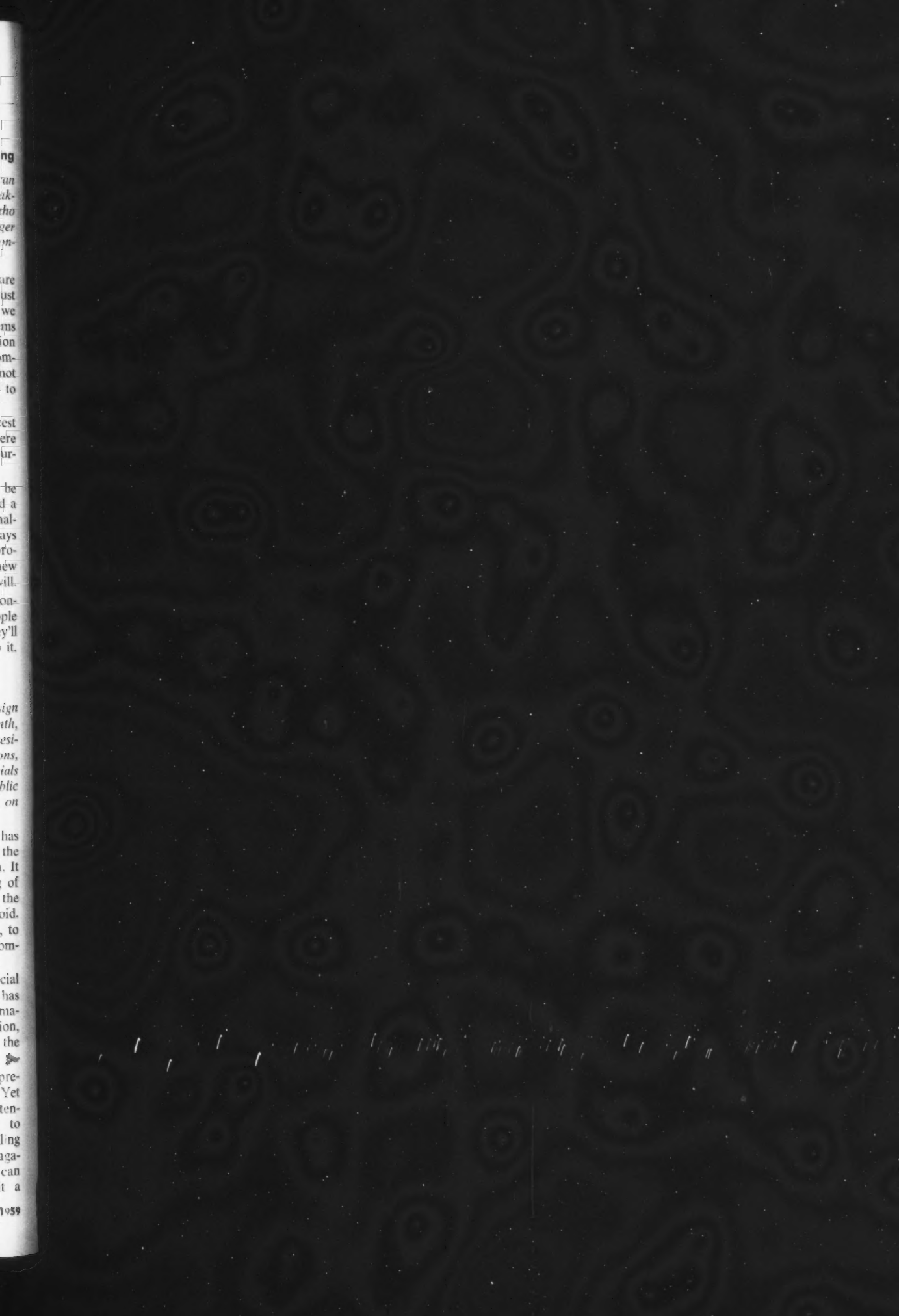
Art needn't be long hair

Addressing the International Design Conference at Aspen, Colo., last month, Jerry Schnitzer, executive vice president of Robert Lawrence Productions, New York, said that tv commercials have antagonized the American public by failing as art. Mr. Schnitzer went on to give this challenge to film men:

". . . The theatrical film industry has failed to accept the challenge of the television commercial as an art form. It has failed to conceive that anything of any artistic merit could fit into the limited confines of 90 feet of celluloid. And, it has failed, for all it's worth, to see that advertising and film are compatible.

I submit that the filmed commercial can be and, in notable instances has been, art. And if it is ever going to mature as a vital means of communication, it will do so as an art form under the aegis of film men.

Admittedly, it sounds like a preposterous notion: arty commercials. Yet few people here will dispute the pretensions of other advertising forms to artistic consideration. If we are willing to acknowledge that the design of magazine and newspaper advertising can reach the heights, why not admit a



ROBIN HOOD

starring Richa
for 4 years o
143 excitin

A powerful film library of dramatic
exploit of America's favorite hero! T
from educators and teachers everywh
and children. Sponsors report tremer

ROBIN HOOD PROMOTIONS ARE REA

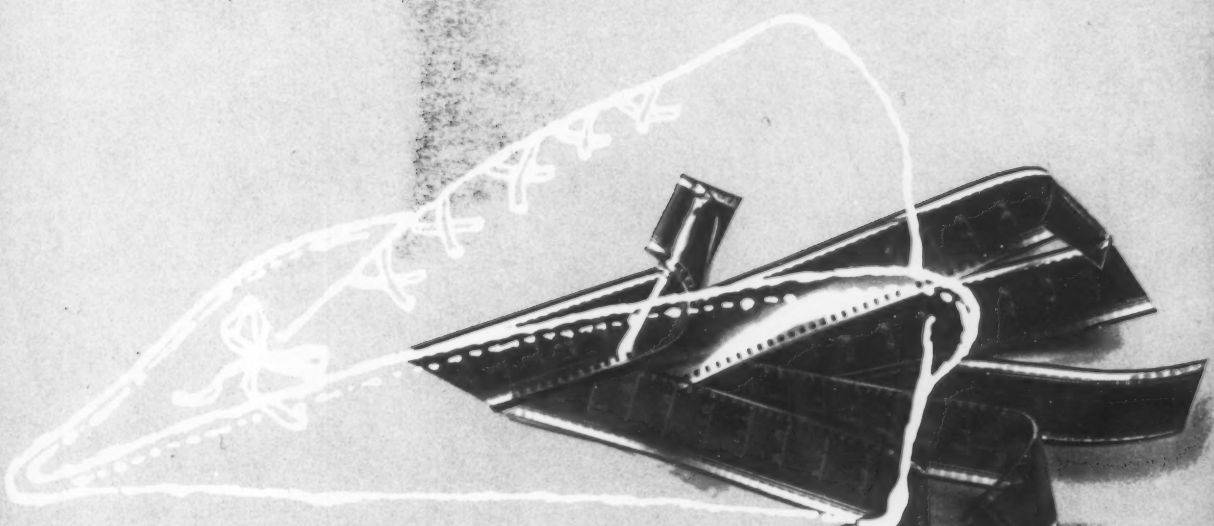
Over 33 approved and popular tie-in
make this one of the most importantl

chard Greene…a proven success
s on network…now available in
iting episodes for strip programming!

ramatic adventures…each one a different
hero! This great show has won critical acclaim
verywhere…hearty approval from parents
t tremendous rewards in sales and brand identification.

RE READY AND WAITING!

r tie-in promotional items built around Robin Hood
portantly promotable shows ever presented!



143 FILMS...

what a feather in your cap
when you strip-program Robin Hood

ROBIN HOOD

A MOST FABULOUS BUY

Response to Robin Hood has been proved in four successful years of network. Now, top, ARB ratings give Robin Hood a terrific send-off for syndication...with ratings still going up!* ■ *Reaction is quick: A Philadelphia station held a contest based on a sponsor's product... received over 28,000 replies in one month!*

Produced by Sapphire Films, Ltd.

OFFICIAL FILMS, INC.

25 West 45th Street
New York 36, N. Y.
PLaza 7-0100

similar potential for the filmed commercial? . . .

What are the requisites? The motion picture, unlike advertising in other media, must tell a story. Unlike still photography, it must tell its story with dynamic movement. Unlike radio, it must tell its story visually. As long as a film is true to these basics, it *can* be communicative art, and the filmed commercial can do all of these things.

OPEN MIKE

Battle of San Francisco

EDITOR:

SPLENDID TREATMENT OF BAY AREA RADIO. A DIFFICULT JOB HANDLED FAIRLY AND WITH PROPER BALANCE.

MORT WAGNER
KYA SAN FRANCISCO

EDITOR:

SAN FRANCISCO REPORT GOOD BUT INCOMPLETE. SHOULD HAVE PROFILED FM STATIONS ALSO. 47% BAY AREA HOMES FM EQUIPPED. REAL LONGHAIR AND ADULT PROGRAMMING AVAILABLE PRIMARILY ON FM. YOU CAN NO LONGER COVER BROADCASTING FIELD WITHOUT INCLUDING FM RADIO. TO MAINTAIN LEADERSHIP YOU MUST REPORT ALL THE FACTS.

CHUCK KLINE
FM UNLIMITED
CHICAGO

[EDITOR'S NOTE: Special report on the invasion of staid San Francisco radio by program formula broadcasters in the July 20 issue was specifically confined to interviews with "the managers of major stations most likely to be affected by the new competitive situation (those with a large enough share of audience to be listed in the Pulse reports on the market) and the radio timebuyers of the city's major agencies."]

KONO Hi-Fi Club: 53,000

EDITOR:

Somehow we got left out. Houston is *second* in Coca-Cola Hi-Fi Club membership. KNUZ (Houston) has 46,000 members. Chicago has 40,000 members. Here at KONO in San Antonio we have 53,000 members and that figure is growing every day.

Jack Roth, Manager
KONO San Antonio, Tex.

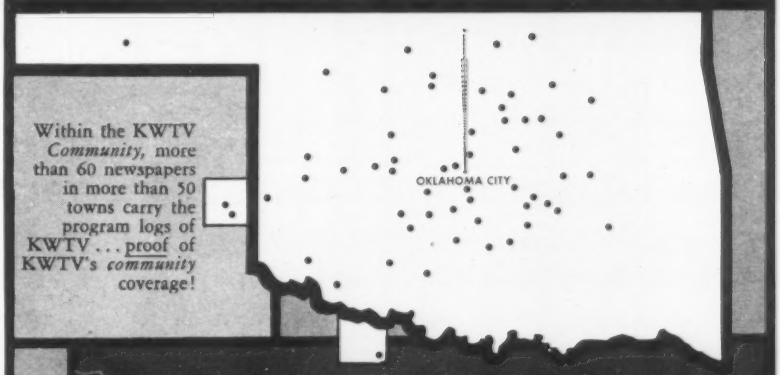
[EDITOR'S NOTE: In an "Open Mike" letter July 13, Vance Newell, Max H. Jacobs Agency, Houston, said KNUZ's 46,000 was understood to be first in the country for Coke's Hi-Fi Club membership.]

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

PROGRAM LOGS prove
the *Community* Acceptance of
KWTV OKLAHOMA CITY



Within the KWTV *Community*, more than 60 newspapers in more than 50 towns carry the program logs of KWTV . . . proof of KWTV's *community* coverage!

BUY the TOWER with SALESpower in Oklahoma!

CBS

See your PETRYman

"You heard me! I said, change my spots to WILK"

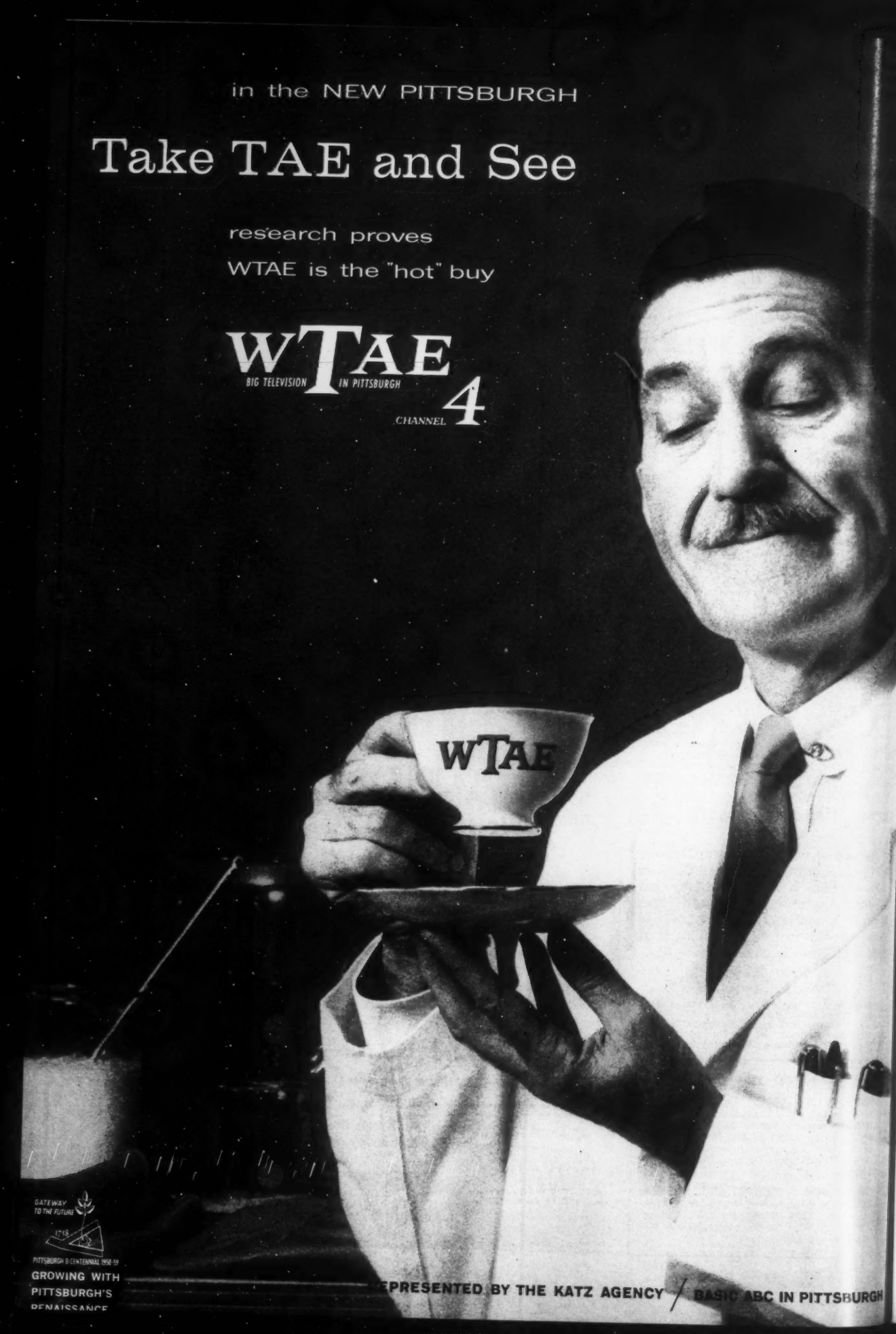
Here's a wise buyer. He's checked every survey and found in the WILKES-BARRE MARKET more people listen to WILK in the morning than any other station.

He asked why, and found this—

* Outstanding station personalities.
* Top ABC network programming.
* Local programming that meets the community need.

WILK

WILKES-BARRE, PA. Call Avery-Knodel for details.
The only A.B.N. Affiliate in Northeastern Pennsylvania


in the NEW PITTSBURGH
Take TAE and See
research proves
WTAE is the "hot" buy
WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4
WTAE
GATEWAY TO THE FUTURE
PITTSBURGH BICENTENNIAL 1958-59
GROWING WITH PITTSBURGH'S RENAISSANCE
EPRESENTED BY THE KATZ AGENCY / BASIC ABC IN PITTSBURGH

MONDAY MEMO

from **ROBERT R. NEWELL,** *president, Cunningham & Walsh, New York*

The merchandising special comes of age

In the fast moving world of television, it's become increasingly important to satisfy the clients' need to *sell* viewers. Too many times, a show has attracted a large, but a "do nothing" audience. In these days of ever intensified competition for the television viewer's eyes and ears, it's not enough to merely *tell* the viewer. You have to *sell* him aggressively and dramatically that your clients goods and services are the very best for his need.

At Cunningham & Walsh, we have originated and developed a new tool for today's advertiser. This is the completely integrated selling campaign, using a television special to spearhead a merchandising promotion that features a traffic building device. It means coordinating all media to implement the commercial impact of the television special . . . using the same theme in television and radio spots, billboards, magazines, newspapers and, most importantly, at the point of sale. Too often, the media are coordinated but the last-minute reminder in the form of point-of-sale merchandising material is forgotten.

Action at the Retail Level • One of the strong attributes of the promotion should be a traffic building device or a premium. Used successfully, the integrated merchandising promotion can really pay off for the client at the retail level in terms of consumer sales action. It's one of the very few ways where you can dramatically demonstrate to your client that the advertising really works . . . that people do watch, listen and read the ads and then do something about it.

In order to successfully accomplish this goal of action at the point of sale, we must stress the merchandising use of television. This means purchasing a show, not for the show's sake alone, but as part of a well designed and concentrated merchandising push.

Let's set up some ground rules:

1. The special must be planned at least nine months in advance in order to properly merchandise the campaign centered around the show to the client's sales force, distributors and dealers.

2. The merchandising premium or forcing device should have a direct relationship to the show in order to provide complete integration. For example, a record premium announced on a musical show featuring the music of the principal performer starred on the show represents an almost ideal forcing device.

3. The merchandising premium should be featured in all media. The coordination of a flight of spot radio and spot television announcements immediately following the television special gives added emphasis. Likewise, the use of the featured performer in magazine, newspaper, outdoor and broadcast advertising further complements the over-all plan.

Selling the Salesman • And, let's not forget the all important sales and dealer organizations of the client. They should be alerted to the promotion and given various tie-in devices for their own participation. This is the last link in the successful knitting together of the merchandising promotion that's kicked off with a major television special. By educating and exciting the men in the field about the attributes of the promotion, you can get more mileage from your advertising dollars than ever before.

Cunningham & Walsh has created and successfully used this integrated form of special show custom tailored to the needs of its clients. We have several of these merchandising specials in the works for the fall. This is a new and flexible advertising tool to increase sales. The public taste is changing. The television show that hypnotizes the viewer but doesn't get him to act may not justify the high cost and certainly does not utilize the high sales effectiveness of today's television.

Robert R. Newell b. July 4, 1906, West Newton, Mass., educated Fessenden School and Phillips Exeter Academy. Mr. Newell joined Newell-Emett Co. in 1932 as copy and idea man. In 1940 he became copy chief and chairman of copy board. With formation of Cunningham & Walsh, he became senior vice president, director and member of executive committee in charge of creative production and chairman of operations committee. In 1954 he became senior executive vice president and in 1958 he became president of Cunningham & Walsh.

Dick Clark special • Cunningham & Walsh used a merchandising special June 28 (Sunday 9:30-10:30 p.m., ABC-TV) for Bowling Products Group of American Machine & Foundry. *The Record Years* featured Dick Clark (l), McGuire Sisters, others. "Forcing device": free bowling book.

The big pay-off • C&W found the book offer a big success, distribution topping 2 million. Here a teenage bowler gets her copy, talks it over with bowling proprietor Louis Feibel, Teaneck, N.J. He was one of over 3,000 dealers who received AMF display kits, used 12,000 in mail campaign alone.

THE PGW COLONEL SAYS:

"The facts of Spot Broadcasting are often its best salesmen – but a lot of the best people don't know the facts."

Within the last year, **PGW** has carried the story of spot broadcasting to 55 advertising centers from coast-to-coast. We presented the facts of our medium to advertisers, to agencies and to people on the local scene concerned with the sale of nationally advertised products.

We believe in presenting the facts everywhere to get business. Don't you?

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

JEFF'S COLLIE

© Lassie Programs, Inc., 1959

RENEWALS POURING IN FOR 2ND selling YEAR!

Already renewed for next season in market after market, JEFF'S COLLIE proves itself the "sponsor's best friend!"

Washington
Baltimore
Minneapolis
Cincinnati
Honolulu
Lincoln
South Bend
. . . and many more!

Inquire about availabilities in your market!

ITC INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. • N.Y. 22 • PLaza 5-2100

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BROADCASTING

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING • TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D.C. Telephone: Metropolitan 8-1022.

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

* Reg. U. S. Patent Office

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MOST WANTED!

Smilin' Jack Woods

Throughout WOC Radioland these afternoons, the most-wanted sound for hire is WOC's matinee dandy, Smilin' JACK WOODS.

He's an irrepressible scalawag from out of Chicago. We taught him that good listening comes first at WOC, and he's been stealing listeners (and selling products) ever since.

Check your PGW Colonel or our Pax Shaffer for the price on Jack's head. Let us put *your* notch on *his* gun.

NBC

WOC

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Pax Shaffer, Sales Manager
Peters, Griffin, Woodward, Inc., Exclusive National Representatives

THE QUINT CITIES
DAVENPORT, BETTENDORF — IOWA
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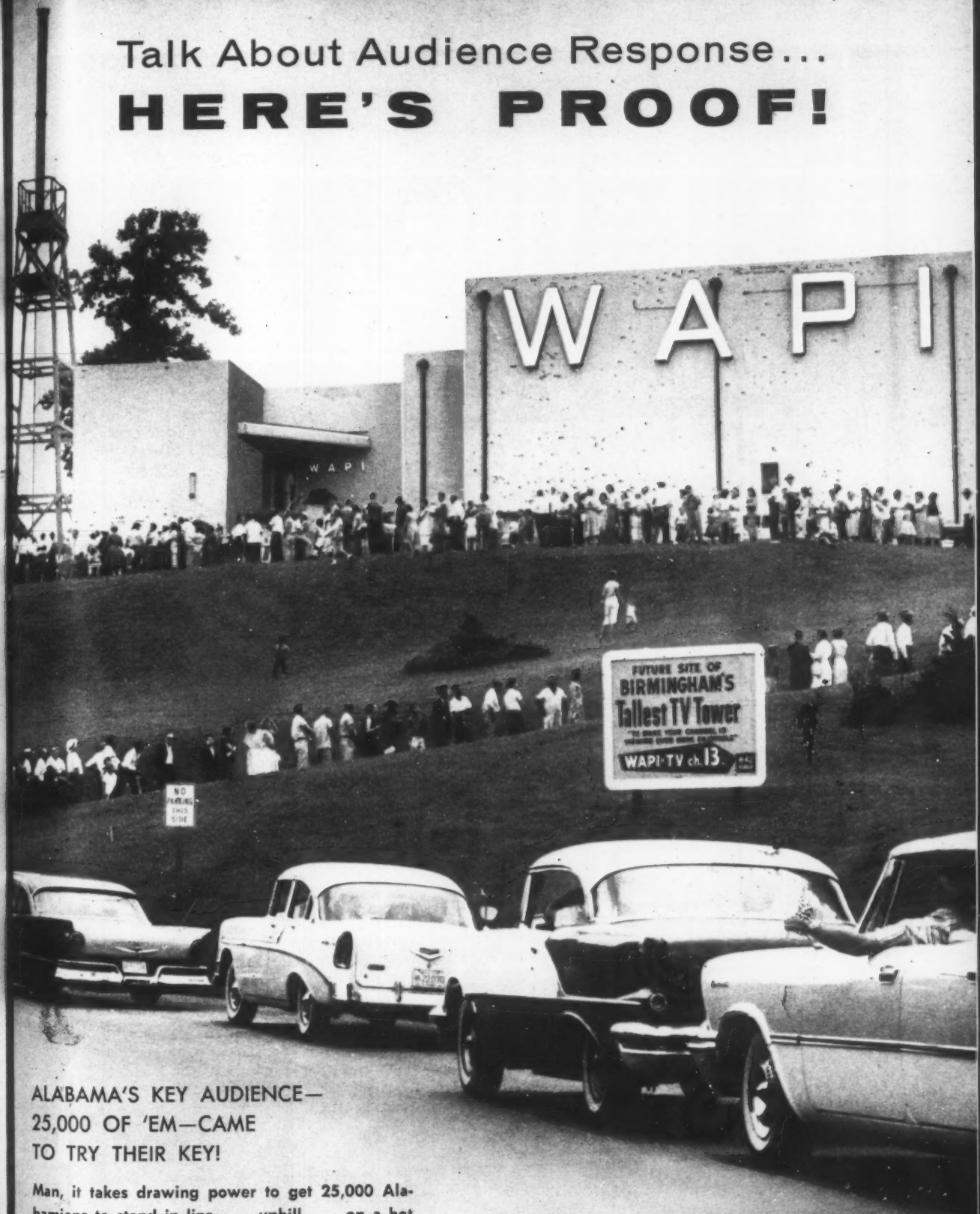
Talk About Audience Response...

HERE'S PROOF!



ALABAMA'S KEY AUDIENCE— 25,000 OF 'EM—CAME TO TRY THEIR KEY!

Man, it takes drawing power to get 25,000 Alabamians to stand in line . . . uphill . . . on a hot Sunday! It takes WAPI. That's the response WAPI got to its recent contest offering a new Chevy to the one lucky listener whose key (mailed out by request) fitted the padlocked prize. Likewise, there's only one key to Alabama's top-buying audience . . . and that's WAPI.

WAPI

50,000 Watts*—Birmingham

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL

*5,000 Nights

WSJS TELEVISION DELIVERS GRADE A COVERAGE* OF MORE PEOPLE than any other North Carolina Station

THIS FACT FACES YOU!

PROOF: In North Carolina's biggest metropolitan market, WSJS Television has maximum power of 316,000 watts and transmits from the area's highest tower, 2000 feet above average terrain. WSJS Television's extra strong signal provides Grade A Coverage for 1,410,700 people in the rich industrial Piedmont—the best coverage for more people than by any other North Carolina station.

*

WSJS television

Winston-Salem / Greensboro

NBC AFFILIATE

CHANNEL 12

Call Headley-Reed, Reps.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

July 27, 1959

Vol. 57 No. 4

THE SPOT SQUEEZE IN TELEVISION

Minutes and 10-seconds are now so popular that availabilities in those lengths are getting scarce; results may be swing to 20-second format, long-term franchise buying, higher tv rates

Signs of a major—and enforced—turnabout in agencies' approach to national spot television buying appeared to be taking form last week.

Instead of one-minute announcements, currently by all odds the most heavily used spot unit, the less frequently favored 20-second length may of necessity become the primary target of television buyers this fall. The reason: minute availabilities are getting scarce.

This means that, first, the agencies must reorient not only their own thinking but also that of their clients. In effect, they would have to un-do much of the job they did earlier in selling clients on the advantages of the one-minute announcement over the shorter spot in terms of both length and comparative cost. Or at least they would have to apprise clients of the new situation.

Franchise Buying • Observers also think it may mean a departure from the current in-and-out system of spot buying and a return—in some form—to long-term "franchise" buying.

A third result could be eventual increases in spot rates by the stations.

Buttressing this sort of thinking was a report issued last week by Broadcast Advertisers Reports which showed a whopping 55.7% increase in the use of 60-second spots since 1957—but a lag in the sale of 20-second announcements.

The inferences drawn from these figures, supported by buying experience, were that in major markets 60-second availabilities are already scarce and will be even scarcer by fall.

By this reasoning, advertisers already having or able to find the longer lengths will feel compelled to hold onto them through long-term contracts, rather than give them up and risk being unable to get them back when wanted for another flight.

For advertisers not able to buy the 60-second announcements they want, such a situation would require concentration on 20-second announcements—and, according to some observers, an inclination to buy these too on more of a long-term than in-and-out basis.

Agency Action • At least one major agency already has undertaken a quiet reorganization of its spot-buying approach to take the changing situation into account. Aware that the market in minutes is growing tighter, it is looking to 20-second announcements as its best bet in further buying—and indoctrinating its clients in this new thinking.

This agency, and others, also are talking once more about the importance of franchises and how to acquire them.

Minutes and 10-second spots: most in demand

These tables show how the volume of 60-second and 10-second spot commercials (local and national non-network) has increased in the past three years in major markets. For each market these are reports of off-the-air monitoring during one week in February-March of each year, as compiled by Broadcast Advertisers Reports.

	60 Second Announcement	20 Second Announcement	10 Second Announcement	Market Totals
NEW YORK				
	(WATV-WNTA-TV not tabulated)			
1957	2,039	776	997	3,812
1958	2,625	927	1,021	4,573
1959	2,767	775	1,187	4,729
'57 - '59 Gain	36%	-	19%	24%
CHICAGO				
1957	979	546	524	2,049
1958	1,244	676	754	2,674
1959	1,642	568	553	2,763
'57 - '59 Gain	68%	4%	6%	35%
LOS ANGELES				
1957	2,251	1,034	922	4,207
1958	2,549	1,264	1,137	4,950
1959	3,696	1,322	1,495	6,513
'57 - '59 Gain	64%	28%	62%	55%
PHILADELPHIA				
	(WVUE not tabulated)			
1957	797	464	387	1,648
1958	926	378	543	1,847
1959	1,245	427	516	2,188
'57 - '59 Gain	56%	-8%	33%	33%
DETROIT				
1957	848	372	377	1,597
1958	1,140	371	681	2,192
1959	1,490	405	913	2,808
'57 - '59 Gain	76%	9%	142%	76%
SAN FRANCISCO				
	(KTVU not on the air in 1957)			
1957	889	421	310	1,620
1958	1 045	502	680	2,227
1959	1,312	346	435	2,093
'57 - '59 Gain	33%	-18%	29%	23%
TOTALS: above six cities				
1957	7,803	3,613	3,517	14,933
1958	9,529	4,118	4,816	18,463
1959	12,152	3,843	5,099	21,094
'57 - '59 Gain	55.7%	6.3%	45%	41.2%

Some are considering "spot pools," in which long-term orders would be placed and the time then divided among clients. The purchase of quarter-hour and half-hour programs for use as spot carriers for different advertisers is another possibility being considered.

The possibility that the growing demand may prompt stations to raise announcement rates also is not being ignored. Many stations have boosted one-minute rates, but there have been few hikes in 20-second prices.

The BAR study, based on off-the-air monitoring of tv stations in six major markets, showed that while usage of both 60-second and 10-second announcements had jumped substantially since 1957, 20-second usage had risen only 6.3%. In two cities it had dropped and in a third it had held even.

Survey Base • Authorities said this six-city sample—the cities are New York, Chicago, Los Angeles, Philadelphia, Detroit and San Francisco—was easily adequate to justify projection of its findings to apply to the country's major markets as a whole. BAR officials, asked to give comparable data on markets beyond these top six, reported that the average result seemed to be "quite the same" in the 69 other markets that BAR monitors, but that on a market-by-market basis important differences were evident.

The monitoring from which the report was compiled covered a full week of broadcasting in each city during February or March of 1957, 1958 and 1959. In all, 28 stations were monitored, the only exceptions being two outlets which, although in operation at the time, had not been monitored in 1957. In computing increase or decrease in number of spots used, BAR compared 1959 with 1957 rather than 1958, on the grounds that 1958's recessive economy gave that year abnormal characteristics which were not present in 1957 or 1959. Even in 1958, however, minutes were in greater demand than in 1957.

The study showed that where 7,803 one-minute announcements were used by national or local advertisers in the six cities in the 1957 measured week, the total had grown to 12,152 in 1959. By city, the increase ranged from 33% in San Francisco to 76% in Detroit.

Fall Demand • Unless the stations change their programming dramatically—generally considered unlikely—the speculation was that this first quarter volume of usage would become far greater by fall, when business traditionally is heavier than in the first months of the year.

By comparison, usage of 20-second announcements was found to have increased by only 6.3% since 1957: from 3,613 in the measured week of 1957 to 3,843 in 1959. This finding was coupled with the figures on 10-second announcement (ID) usage—which like 60-minute spots have risen sharply in popularity—in support of the thesis that 20-second announcements will represent by far the biggest available market for advertisers this fall.

Ten-second spots increased by 45% in the six cities between 1957 and 1959. On a market-by-market basis, however, these gains were spotty, ranging from 6% in Chicago to 142% in Detroit.

BAR pointed out that national advertiser neglect of 20-second announcements had in fact been even greater than the relatively minor 6.3% increase would indicate. Actually, BAR officials explained, the monitoring records show that local advertisers have been buying more 20-second announcements than in the past because of a shortage of 60's. Thus a good part of the overall increase comes from local rather than national buyers.

Overall Gains • There was no claim that the BAR statistics revealed a new development in buying patterns. From their own day-to-day experience, agencies have come up against the tightening of the 60-second market, and in at least some cases have documented it with studies of their own. The BAR report thus was seen more as proof than discovery.

The study also pointed up the overall increase in announcement business, 1959 vs. 1957. In the six cities the overall gain in the three types of announcement—60, 20 and 10-second—amounted to 41.2%. By city, the increase stretched from 23% in San Francisco to 76% in Detroit. These figures include all non-network commercial announcements, national and local, but do not count spot or local sponsorship of programs.

BAR's figures cover all periods of the broadcast day. In prime time alone, the study found advertisers using 10% fewer 20-second breaks than they did in 1957. There was no breakdown on usage of other lengths in prime time, but BAR officials said prime-time ID's were up somewhat. Full-minute availabilities in prime time are virtually nonexistent.

ID income

The nation's spot tv advertisers spent 11.1% of their money on ID's in 1958—$56,825,000 out of $511,770,000. Leading the lot was Lever Bros., with $4,246,770 spent for the 10-second entries.

This breakdown came from Television Bureau of Advertising last week along with a list of the 189 companies (and their brands) which spent over $50,000 each on ID's. The top five after Lever were General Foods, $2,992,560; P. Lorillard, $2,015,700; Philip Morris, $1,533,040; J. A. Folger & Co., $1,286,140, and Bristol-Myers, $1,093,510.

TvB's 1958 tabulation found the number of ID buyers in the over-$50,000 class up from 159 in 1957, with dollars up from $48,856,000. In 1956 there were 155 who spent $46,806,000.

Dog foods barking up the right tree

Advertisers of dog food and other pet products will feed more than $15 million into tv during 1959. Estimated expenditures, which represent an increase of some 30% over 1958, were announced last week by Television Bureau of Advertising, New York.

Nine national advertisers in the first five months of 1959 spent $2,858,593 on network tv for pet products. And in spot tv during the year's first quarter a total of $2,441,000 was spent.

Leading the pack on network tv, with $640,328 in gross time billings in five months, was General Foods' Gaines dog meal. Running behind were Ralston Purina's Dog Chow ($590,080) and Quaker Oats' Ken-L dog foods ($414,302). Barking loudest on spot tv again was Gaines with gross time billings in the first quarter totaling $677,310. Some 27 other regional and national advertisers in the classification also entered spot tv, TvB's survey shows.

Rambler radio spot push is increased

Rambler Div. of American Motors Corp., following up its June sales record which vaulted it into third place in all automobile sales, last week broadened its advertising in radio and print to capitalize on the sales gain. From April 24 through June Rambler conducted a saturation spot tv drive on Friday nights as an incentive to Saturday buying (BROADCASTING, May 4).

Today (July 27) Rambler goes into high gear on radio with an eight-week national spot campaign based on a "Share Our Success" theme. One-minute commercials are scheduled on a high-frequency basis in prime morning and evening traffic time in more than 80 markets. NBC's *Monitor* will carry 20 announcements each weekend in its continuing 52-week Rambler schedule.

TOPS IN "BOX OFFICE"!

WHO-TV's spectacular library of film packages*—loaded with award-winning movies — *means "box office"* for YOU, in Central Iowa!

Three times each weekday, thousands of viewers — *men, women and children* — watch film features on WHO-TV. WHO-TV programs these films in choice, low-cost time periods, and their ratings (Monday-Friday) are tremendously higher than those of competition, according to ARB for March 16-April 12, 1959:

FAMILY THEATRE (Noon-2 p.m.).....44.3%
EARLY SHOW—Cartoons (4:30 p.m.-5:05 p.m.).....36.1%
EARLY SHOW—Feature (5:05 p.m.-6 p.m.).....29.9%
LATE SHOW (10:30 p.m.-Sign-Off).....25.8%

PGW can give you all the details on WHO-TV and what "box office" in Central Iowa means to you. Ask your Colonel!

• • • • • • • • • • • • • • • • • •

**WARNER BROTHERS "Feature" and "Vanguard," MGM Groups 1 and 3, NTA "Champagne," "Rocket 86," "Dream," "Lion," "Big 50," SCREEN GEMS "Sweet 65," HOLLYWOOD TELEVISION SERVICE "Constellation," M and A ALEXANDER "Imperial Prestige," ABC'S "Galaxy 20" and others.*

• • • • • • • • • • • • • • • • • •

ARB SURVEY
METROPOLITAN DES MOINES AREA
(March 16-April 12, 1959)

FIRST PLACE QUARTER HOURS				
	Number Reported		Percentage of Total	
	1-Week	4-Week	1-Week	4-Week
WHO-TV	**233**	**227**	**50.0%**	**48.7%**
Station K	186	197	40.0%	42.3%
Station W	27	42	6.0%	9.0%
Ties	20	0	4.0%	0

WHO-TV is part of Central Broadcasting Company, which also owns and operates **WHO** Radio, Des Moines **WOC-TV**, Davenport

WHO-TV
Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager
Peters, Griffin, Woodward, Inc., *National Representatives*

NBC Affiliate

TOBACCO WAR CRY: MENTHOL TIPS

Leading cigarettes start media tom-toms for major offensive

Smoke signals last week indicated that the highly competitive cigarette field will be pushing new mentholated, filter-tip products on radio and television and in other media in upcoming months.

The first companies into the marketplace with new products are Philip Morris Inc. with Alpine and the P. Lorillard Co. with Spring which were introduced last week with preliminary campaigns on television, radio and in the printed media. Other major companies seem headed for the menthol-filter tip free-for-all in coming months. All have similar products in various stages of development and market-testing.

The most ambitious effort is Philip Morris, which last week announced details of a "multi-million dollar campaign" on behalf of Alpine, including "the heaviest tv schedule ever run for a new cigarette brand." Included will be spot commercials and participation in the company's present network tv shows, with others to be added as they start in the fall.

Tv Schedule for Alpine • Neither Doyle Dane Bernbach, New York, nor Philip Morris would give an estimate at this time of the amount of money to be spent in tv but said it would be "considerable." Commercials on behalf of Alpine will appear on such regularly-sponsored Philip Morris programs as CBS-TV's *To Tell The Truth, Reckoning, Rawhide, Douglas Edwards and the News, Perry Mason,* ABC-TV's *Tombstone Territory* and NBC-TV's *Loretta Young Show.* New programs in the fall that will spotlight Alpine are CBS-TV's *The Many Loves of Dobie Gillis* and NBC-TV's *The Trouble Shooters.*

The advertising theme for Alpine in all media will be: "Alpine combines in one cigarette two of the features smokers are now demanding—high filtration and a light touch of menthol."

Lorillard's Spring went on sale last week in Philadelphia and Providence with national distribution to be effected as soon as possible. Advertising for Spring began last week in the two markets and will spread to other localities as distribution expands. Through Lennen & Newell, Spring will be promoted via radio and television spot announcements and newspaper ads. The major copy approach is: "Spring, the cigarette which 'air-conditions' the smoke," and emphasis is placed on the "amazing electronic process created by Lorillard research."

Other Entries • Philip Morris and Lorillard are the initial two companies to market and promote the new mentholated, filter-tip cigarettes, but other companies have similar products in various stages of development: Brown & Williamson is market-testing its new Life cigarette in the Rochester area and the Belair cigarette in Texas; American Tobacco Co. is reported to be completing plans for launching a product called Richmond.

Philip Morris has still another menthol cigarette called Mayfield, which has been on the market in Washington and Oregon for a year and promoted there via radio, tv and newspapers. There are no immediate plans to place Mayfield into national distribution.

One for two • Howard Weissman (right), vice president and director of marketing for Philip Morris Inc., holds two cigarettes to symbolize the copy theme of the company's new Alpine cigarette—"You get two kinds of cigarettes in Alpines." Holding the new filtration, lightly mentholated cigarette are (l to r): Allan Bick, brand manager for Alpines, Ned Doyle, vice president, Doyle Dane Bernbach, and Roger Greene, vice president—advertising Philip Morris.

$96 MILLION KITTY
General Foods chief explains ad strategy

Advertising was praised generously by Charles G. Mortimer, president of General Foods Corp., White Plains, N.Y., at the company's annual stockholders' meeting in New York last Wednesday (July 22).

He devoted a considerable portion of his address to an examination of "the reasons for and the results of" the $96 million that GF spent on consumer advertising and promotion in the fiscal year ended last March, described as "the best year we have ever had."

Mr. Mortimer raised and answered the following questions: "Does advertising pay, and how?" He reported that in the past fiscal year, the $96 million expenditure was about $9 million more than the year before, an increase of 10%. But net earnings rose 11.9%.

Diversified Advertising • The advertising includes not only television and magazine presentations but all the dollars we spend to stimulate and promote the sales of all the individual

Don't Just Sit There —Say Something!

When an advertisement just sits and says nothing, people are likely to just sit, too—square on the hands that should be reaching for their wallets.

This doesn't happen when the right idea gets together with words that get under the skin, and pictures that get back to the retina.

An ad that says something makes people say:

Papa: "*Honey, we could use that!*"

Mama: "*Dear, I wish we had that!*"

Junior: "*I want it, I want it, I want it!*"

If you want your advertising to make people talk like this, you'd better make sure your advertising talks to people.

We work for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. • Atchison Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company • Chrysler Corporation Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company The Kendall Company • The Maytag Company • Motorola Inc. • Philip Morris, Inc. • Chas. Pfizer & Co., Inc. The Pillsbury Company • The Procter & Gamble Company • The Pure Oil Company • The Pure Fuel Oil Company Star-Kist Foods, Inc. • Sugar Information, Inc. • Swift & Company • Tea Council of the U. S. A., Inc.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO

GF brand name products, all we invest in radio and poster advertising, the cost of display materials for use in retail stores, package premiums, prize contests, coupons and various consumer promotions."

(GF spent almost $32 million in tv in 1958, according to the Television Bureau of Advertising. A comparable figure for radio is not available but GF is an active network radio advertiser.)

Mr. Mortimer offered the following observation on the amount of advertising required to accomplish stated objectives:

"One thing our long experience has taught is that the surest way to overspend on advertising is not to spend enough to do a job properly. It's like buying a ticket three-quarters of the way to Europe; you have spent some money, but you do not arrive."

He asserted that advertising "pays" by developing "so large and so dependable a volume of sales" so that GF can keep its plants running "at the highest efficiency in terms of processes and machine operations."

Mr. Mortimer reviewed the highlights of the past fiscal year, during which, he said, earnings rose 44 cents per share from $3.98 to $4.42. In the current fiscal year's first quarter, ended last June 30, earnings amounted to $1.20 per share, compared with $1.05 last year, he noted.

Equitable Life buys six NBC-TV specials

Equitable Life Assurance Society of the U.S., N.Y., will sponsor six Sunday specials on NBC-TV during the coming season, Equitable President James F. Oates Jr. will tell 14,000 of the company's agents, meeting this (Monday, July 27) morning in Madison Square Garden, New York, in celebration of the company's centennial. In its tv debut, Equitable Life will be opposing two of tv's most popular series, *Maverick* on ABC-TV and *The Ed Sullivan Show* on CBS-TV, with its NBC-TV specials to be broadcast at 8-9 p.m. The first one is scheduled for Oct. 18. The series will be titled *Our American Heritage* and will be produced in conjunction with the magazine of that name. Each program will deal with significant events in the life of a great American. The series will be produced by Milberg Enterprises, with Mildred Freed Alberg, former executive producer of the *Hallmark Hall of Fame* programs, as production head.

Foote, Cone & Belding, New York, is agency for both Equitable Life and Hallmark.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week July 16-22 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., July 16	Playhouse 90 (9:30 p.m.)	CBS-TV	14.0
Fri., July 17	77 Sunset Strip (9:30 p.m.)	ABC-TV	12.5
Sat., July 18	Have Gun, Will Travel (9:30 p.m.)	CBS-TV	18.1
Sun., July 19	Loretta Young (10 p.m.)	NBC-TV	13.0
Mon., July 20	Desilu Playhouse (10 p.m.)	CBS-TV	19.8
Tue., July 21	Rifleman (9 p.m.)	ABC-TV	13.3
Wed., July 22	I've Got a Secret (9:30 p.m.)	CBS-TV	17.4

Copyright 1959 American Research Bureau

• Business briefly

Time sales

• Westclox Div., General Time Corp., La Salle, Ill., will sponsor pre-Christmas tv special, *Miracle on 34th Street*, scheduled for Nov. 27 (8:30-9:30 p.m.) on NBC-TV. Telecast version of Oscar-winning 20th Century Fox movie will be produced by David Susskind of Talent Assoc., N.Y. Agency: BBDO.

• Gillette Safety Razor Co., Boston, has ordered sponsorship of NBC's radio-tv coverage of baseball's second All-Star Game to be played Aug. 3 in Los Angeles (6:45 p.m. to conclusion, EDT). Dual coverage will be feature of Gillette's *Calvacade of Sports* series. Agency: Maxon Inc., N.Y.

• Standard Oil Co. of Indiana, Chicago, and Western Air Lines Inc., Los Angeles, will sponsor 1959 College All-Star Football Game on ABC Radio Aug. 14 (9:30 p.m. to conclusion). Agencies: BBDO for Standard Oil and D'Arcy Adv. for Western.

• B.F. Goodrich Co., Akron, and Bell & Howell Co., Chicago, have signed to co-sponsor six of CBS-TV's series of 12 programs entitled *CBS Reports*, hour-long information programs produced by CBS News. Series starts in October in prime nighttime hours. Orders placed through BBDO for Goodrich and McCann-Erickson for Bell & Howell.

• National Carbon Co., N.Y., in behalf of its Prestone anti-freeze and Eveready products, for third year has signed for NBC-TV's *World Series Special* scheduled for Sept. 29 (9:30-10:30 p.m. EDT), eve of start of annual baseball classic. Previous years' telecasts were half-hour shows. Agency: Wm. Esty Co., N.Y.

• Futorian-Stratford Furniture Co. (Stratolounger reclining chair), Chicago, is placing 70 one-minute tv spots on Dallas, Tex., stations KRLD-TV and WFAA-TV the first half of October. Spots in the experimental campaign will name stores where the Stratolounger may be purchased at a reduced price. Additional markets for the campaign are being considered. Agency: Garfield-Linn & Co., Chicago.

• Remington-Rand, N.Y. (typewriters), signed sponsorship of NBC-TV's cross-country survey of problems facing nation's schools scheduled as *Back to School* special on Tuesday, Aug. 25 (8-9 p.m. EDT). Agency: Compton Adv., N.Y.

• Carling Brewing Co., Cleveland, will sponsor four hour-long comedy specials starring Phil Silvers on CBS-TV next season. First special set for Oct. 17 (9-10 p.m. EDT). Agencies: Benton & Bowles, N.Y., and Lang, Fisher & Stashower, Cleveland.

Radio best sellers

In an effort to enlarge its library of 3,500 taped radio commercials Radio Advertising Bureau, New York, is conducting a national drive to collect outstanding examples being used by retail advertisers. RAB is offering cash payments for tapes or discs of the radio messages. The best of the new commercial collection will be made into master reels which will be available as "idea stimulators" to RAB stations for use in sales presentations and to stimulate more creative use of radio.

• Also in advertising

• Jobs Unlimited, New York, advertising personnel service directed by Jerry Fileds, has purchased the Walter Lowen Placement Agency, reportedly the oldest such firm in the world. Effective today (July 13) the Lowen offices in the Graybar Building will be closed and business transferred to JU's headquarters at 16 E. 59th St.

• Glenn Adv., San Antonio, has moved its offices to 1101 Majestic Bldg. Glenn also operates offices in Houston, Dallas, Fort Worth, El Paso and Los Angeles.

A WHBF PLUS SIGN • No. 5

This is Forest Cooke, WHBF-TV program director in conference with members of production staff.

His Decisions are Based on 30 Years Experience in Building Audiences for WHBF--and its Advertisers

From the era of wonderment at the magic of radio some 30 years ago, Forest Cooke has lived intimately with broadcast programming. During this span, "Cookie" has developed a sound sense of balance as related to a broadcaster's responsibilities to its home town community.

To anticipate and satisfy the entertainment desires and needs of a continuously growing audience requires perception and taste. Valuable indeed are the Cooke guide posts that avoid the pitfalls of faddism yet provide WHBF with progressive, modern programming that wins broad community acceptance.

WHBF leadership with excellent stature and acceptance continues to be built on sound programming with wholesome family appeal.

* * *

Advertisers who prefer to be ushered into Quad-City homes, under this type of association, should ask us for suitable availabilities.

STRONG & PRODUCTIVE FROM DEEP ROOTS

WHBF

Covering Western Illinois — Eastern Iowa • RADIO & TELEVISION

Represented by Avery-Knodel

THE 42-HOUR VIEWING WEEK

Nielsen study shows high average tuning distributed throughout each day of seven

A new study by A.C. Nielsen Co., Chicago, indicates that in the average U.S. home almost 42 hours are spent with the tv set during a typical winter week.

Based on findings for the week of March 1-7, 1959, the study shows that more than 95% of all U.S. tv homes (42,064,000 households) use their tv sets at least once during a typical winter week.

The weekly viewing is distributed throughout the day, Nielsen reports, with mornings accounting for 12% of all tv viewing hours; afternoons, 27%; evenings, 57% and post-midnight, 4%. Nearly half of all U.S. tv homes use their sets after midnight, with 21,120,000 viewers watching an average of three hours and 14 minutes a week between that hour and 6 a.m.

The Nielsen summary:

March 1-7, 1959

Dayparts	% of total	Tv %	Weekly cumulative total homes (000)	Avg hrs. per home reached
Mon.-Fri. morn.	9	62.3	27,412	5.74
Mon.-Fri. aft.	19	83.1	36,564	9.38
Sunday morn.	1	24.2	10,648	1.29
Sunday aft.	4	62.5	27,500	2.49
Saturday morn.	2	42.6	18,744	2.06
Saturday aft.	4	57.2	25,168	2.45
All evenings	57	95.5	42,020	24.00
12 Midn.-6 a.m.	4	48.0	21,120	3.23
24-HR. 7-DAY TOTAL	100	95.6	42,064	41.82

LISTENING HABITS

Audience out of home growing, study shows

Out-of-home radio listening during the past winter reached an all-time high for that period of the year and registered a gain of 7% over the 1958 level, Dr. Sydney Roslow, director of The Pulse Inc., has announced in releasing the results of a survey conducted by the research organization in 28 major markets.

During the past winter, he reported, out-of-home listening added 26% to the in-home audience. Dr. Roslow said the study was conducted largely in January and February 1959, but also reflects figures obtained in some periods of December 1958.

The survey shows that between 6 a. m. and midnight, an average of 4.5% of all radio families reported listening in automobiles, at work or in other places away from home, as compared with 4.2% in the winter of 1958. If these figures are projected nationally, Dr. Roslow pointed out, the winter out-of-home audience added an average of 2,216,284 families to the radio audience during any given quarter-hour of the day.

"The increased significance of this segment of the listening audience is emphasized by a comparison with the winter of 1951," Dr. Roslow commented. "At that time, out-of-home listening in the seven markets checked by The Pulse added only 13.7% to the 'in-home' audience as compared with 26.3% currently in 28 markets."

Other data revealed by the survey: the level of out-of-home listening during the winter, (4.5%), is only slightly below the summer 1958 level of 4.9%; the highest level of out-of-home listening was in Boston, New York, and Los Angeles, where 5% of the families reported away-from-home listening; Boston was the leader in terms of the percentage added by out-of-home listening with 29.9%. The 28 markets surveyed by The Pulse last winter contained 19,208,500 radio homes, comprising 39% of the U. S. total, Dr. Roslow said.

Tv, newspaper roles unique, study relates

How well did television cover the 1956 national political conventions? And what were the essential differences in coverage between tv and the press?

Some other related questions and answers are contained in an article in the U. of Chicago's 1959 version of *Studies in Public Communication* released last month. Included among the subjects is a comparison of press and tv coverage during the 1956 conventions by Philip Shabecoff, a graduate of the university's Committee on Communication and now with the *New York Times*. His article is an abstract of an unpublished master's thesis written in 1957, when the university released its first communications study.

Among his findings: (1) "The press tended to be selective in its coverage and television panoramic. (2) The newspapers tended to stress politically significant events; television tended to stress dramatic events. (3) The newspapers were to a greater extent concerned with personalities and with issues.

"(4) Television coverage tended to devote greater attention to the nonpolitical activities centering in and around the convention hall. (5) There was little real duplication of coverage by the two media . . . The coverage by newspapers and television was unique for each in its own way and necessary for an understanding of the news event."

Concludes Mr. Shabecoff: It's not as much a question of "which is the better medium" as it is of "in what areas does each medium excel?"

Political pool plan given for next year

ABC will handle the video pool for tv network coverage of next year's Democratic presidential nominating convention, NBC the video pool for the Republican convention and CBS the audio pool for both.

The pool assignments were determined, as in the past, by lot and will apply to all convention-floor coverage. In addition, each network will have its own off-the-floor studios. The Democratic convention will be held in Los Angeles starting July 11 and the Republican convention in Chicago beginning July 25. This will give the networks approximately a week to shift their gear although the cost of transporting the tons of equipment will be no less than in 1956, when the shift from Chicago to San Francisco had to be made virtually overnight.

Broadcast news facilities at Los Angeles' Sports Arena, where the Democratic convention will be held, and accommodations at the Biltmore Hotel, which will serve as headquarters, were reviewed by representatives of the three tv networks with Leonard Reinsch, executive director of the Cox radio-tv interests and also executive director for the 1960 Democratic convention and special assistant to Democratic National Chairman Paul Butler, at a meeting in New York July 15. Network representatives appeared pleased with the arrangements.

Network studios in the Biltmore headquarters will be located on the fourth floor. Space for station coverage also is being provided, as in the past.

Network representatives at the meeting with Mr. Reinsch included Don Coe, director of special events and operations for ABC; Sig Mickelson, vice president and general manager of CBS News, and Bill McAndrew, vice president in charge of NBC News.

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YOU NEVER HEARD IT SO GOOD

HEARING IS BELIEVING

TEAR OUT AND PLAY

33⅓ MICROGROOVE

TEAR OUT AND PLAY

*TRADE MARK

THIS STAR MEANS BUSINESS... FOR YOU AND YOUR SPONSORS, IN THESE THREE WAYS.

SESAC RECORDINGS...
The complete transcribed service with recorded music for every need. Highly adaptable program and production aids.

"REPERTORY RECORDINGS"...
SESAC's free EP service to the entire industry acclaimed by over 29,000 comments received from key men in broadcasting.

SPECIAL SERIES PROGRAMS...
Salable packages of discs and scripts based on major holidays, religious events, sports and other sponsor-right ideas.

*Trade Mark

HEARING IS BELIEVING

TEAR OUT AND PLAY
33⅓ MICROGROOVE

START HERE

TEAR OUT AND PLAY

THE BEST MUSIC IN AMERICA

*TRADE MARK

THE COLISEUM TOWER
10 COLUMBUS CIRCLE • NEW YORK 19, N. Y.

SESAC INC.
10 Columbus Circle
New York 19, N. Y.

Please send full information on the following:

( ) SESAC RECORDINGS
( ) "repertory recordings"
( ) Special Series Programs

NAME_____

STATION_____ ADDRESS_____

CITY_____ STATE_____

PGW SEMINAR
32 stations attend New York talkfest

A two-day seminar on station management was held in New York last Wednesday and Thursday (July 22-23) under the auspicies of Peters, Griffin, Woodward Inc. for the 32 radio stations the company represents.

The seminar, which centered around the theme of "Spot Radio's Time Is Now," attracted 75 executives from PGW and its stations, advertisers and agencies, many of whom offered suggestions on effective approaches utilized by them in the different phases of broadcast operations.

H. Preston Peters, president of PGW, welcomed the various station officials at the opening session. The seminar was under the leadership of Robert H. Teter, PGW vice president and director of radio.

Balanced Music • During a panel discussion on station programming, Ray Stanfield, managing director of WIST Charlotte, stressed that WIST attempts to achieve "balance" in music programming by broadcasting popular music, new songs, classical numbers and rock 'n' roll. He conceded that the station has not attracted a following in the over-50 group because of broadcasting of rock 'n' roll in moderation, but contended that its musical approach appeals to the 18-45 age group, which is responsive to the station's advertising.

Robert J. McIntosh, station manager of WWJ Detroit, outlined the news operation at his station, and stressed the point that "integrity" and "integration" are the two key elements in WWJ's news approach. He explained that "integrity" aspect by saying the station has earned a reputation for "believeability" because of its insistence on fair play and the apportioning of "full value" to news stories that it broadcasts.

The community service philosophy of WMBD Peoria was outlined by Harold C. Sundberg, station manager, who emphasized that such programming is integrated at WMBD into the over-all programming structure.

Production Techniques • Alan J. Bell, assistant to the director of PGW radio research, presided over a demonstration of production techniques developed by various stations throughout the country.

A lively session on ratings featured Frank Minehan, vice president and director of media for Sullivan, Stauffer, Colwell & Bayles, New York, and Benjamin G. Leighton, timebuyer for Campbell-Mithun, Minneapolis. Mr. Minehan came to the defense of ratings but stressed they must provide "an unbiased, honest evaluation of what a medium offers as a channel through which we can efficently sell our clients' products." Mr. Leighton conceded that "ratings help" an agency select a particular station but beyond this, recommended that media personnel be supplied with qualitative audience analysis of a station.

Ralph Head, executive of Sales Communications Inc., a subsidiary of McCann-Erickson, urged stations and their representatives to provide "specific merchandising assistance" rather than "some merchandising assistance."

Other speakers included George G. Higgins, vice president in charge of sales for KMBC-KFRM Kansas City, Mo.; John A. Thompson, vice president, sales manager of PGW; Lee Vanden-Handel, radio account executive, PGW; Don Frost, PGW account executive; E. L. Deckinger, vice president and media director, Grey Adv.; Richard P. Jones, vice president and media director, J. Walter Thompson Co.; Frank J. Tessin, PGW radio's office manager, San Francisco; Vincent Piano, PGW director of radio research and promotion.

William Dekker, vice president and media director, McCann-Erickson; Wendell Moore, advertising manager, Dodge Div., Chrysler Corp.; Charles Roeder, vice president, operations, WCBM Baltimore; Art Bagge, PGW radio sales manager; Russel Woodward, PGW executive vice president; Marsh Blackburn, station broker and Edward P. Harvell, manager of broadcast media, Shell Oil Corp.

PANELISTS MCINTOSH, SUNDBERG, STANFIELD, SESSION LEADER TETER

They discussed techniques to improve station programming

The club

The Radio & Television Executives Society will launch a campaign next month to raise funds to build a social center for broadcasting executives in New York City.

Frank J. Pelegrin, RTES president and executive vice president of H-R Representatives, said, "Our aim is an attractive Broadcast Executives Club with all the facilities to provide services of the highest standards — dining rooms, bars, conference rooms, viewing rooms, etc."

Nielsen stock goes up

An upbeat stock analysis of A.C. Nielsen Co. was issued last week by McDonnell & Co., New York brokerage house. The firm, whose first public offering was announced last November, was rated to produce a 15% earnings growth annually, with sales to double in the next five years. The stock has ranged upward from $30 to $52 this year.

The analysis estimated 1959 earnings at $2.10 per share. Referring specifically to the broadcast division, which operated at a loss until 1957, McDonnell & Co. said that although its growth rate may contract, its profits should increase.

First tv for Bahakel

WABG-TV Greenwood, Miss., first tv station in the Cy N. Bahakel group, plans to start regular programming Sept. 15, according to manager Don Neil. The CBS-TV affiliated station will operate on ch. 6 with radiated power of 30 kw, from a 387-foot tower. Other stations in Bahakel group are: WXEL Waterloo, Iowa; WLBJ Bowling Green, Ky.; WWOD-AM-FM Lynchburg and WRIS Roanoke, both Virginia; WKIN Kingsport, Tenn., and WKOZ Kosciusko and WABG Greenwood, both Mississippi.

Aiming for the limit • Management of the Star Station Group (KOIL Omaha, KICN Denver, KISN Portland, Ore.) met last week in Denver to discuss sales and expansion. Seated (l to r): Charles Vais, manager of KISN; Don W. Burden, president, Star Stations; Charles Crabtree, KICN manager; standing (l to r): Bill Stewart, vice president of the Star Stations; Bob Cooper, assistant to Mr. Crabtree, and Steve Shepard, manager KOIL.

The meeting was devoted to sharpening sales-programming techniques and to considering what properties the group will acquire in its aim of buying the maximum stations allowed by the FCC.

TV STATIONS YIELD 14%; AM 6%

The profit margin for television stations declined slightly last year but radio's profit fell off noticeably.

An analysis of typical tv and radio station income and expenses for 1958 and the previous year shows tv profits down from 15.1% to 14.5%; radio down from 9.1% to 6.5% (BROADCASTING, Aug. 8, 1958).

Tv revenue, on the other hand, increased slightly at the typical station whereas radio was down a little.

Figures compiled by the NAB broadcast personnel-economics department, headed by Charles H. Tower, reveal a marked increase in the cost of operating a typical tv station and a very slight drop in radio costs.

Highest profit margins at tv stations were found in markets of more than 1,000,000 population and at stations with an income over $2 million. Lowest profit margins at tv stations were found in markets of under 25,000 population and at losing stations with incomes under $300,000.

In the case of the typical radio station, NAB found highest profit margin in cities over 2,500,000 population having over $1 million income. Lowest margins were at stations in markets of 50,000-100,000 population and those with incomes under $50,000.

NAB's study of typical or median (middle) stations is based on returns from 231 tv stations and 947 radio stations.

Typical radio station

	1958		1957	
Revenue (a)	$96,200		$99,700	
Times Sales	95,800		100,500	
Expenses	89,900		90,600	
Profit (b)	6,300	(6.5%)	9,100	(9.1%)
Time sales came from				
Networks (c)	0	(0.0%)	0	(0.0%)
National & regional	14,100	(14.7%)	15,100	(15.1%)
Local	81,700	(85.3%)	85,400	(85 %)
Expenses went into				
Technical	10,700	(11.9%)	10,900	(12.0%)
Program	30,000	(33.4%)	29,700	(32.8%)
Selling (d)	15,800	(17.6%)	15,800	(17.4%)
General & Administrative	33,400	(37.1%)	34,200	(37.8%)

(Salaries and wages, including supervision and talent, totaled $49,900 in 1958, $52,700 in 1957.)

Typical tv station

	1958		1957	
Revenue (a)	$934,300		$925,500	
Time Sales	1,054,000		982,700	
Expenses	798,800		785,700	
Profit (b)	135,500	(14.5%)	139,800	(15.1%)
Times sales came from				
Networks	$290,000	(27.5%)	$274,200	(27.9%)
National & regional	472,400	(44.8%)	457,900	(46.6%)
Local	292,100	(27.7%)	250,600	(25.5%)
Expenses went into				
Technical	139,000	(17.4%)	143,800	(18.3%)
Program	301,900	(37.8%)	295,400	(37.6%)
Selling (d)	98,300	(12.3%)	96,600	(12.3%)
General Administration	259,600	(32.5%)	249,900	(31.8%)

(Salaries and wages, including supervision and talent, totaled $365,200 in 1958, $331,500 in 1957.)

(a) Time sales plus incidental broadcast revenue minus agency and representative commissions and payments to networks for sale of time.
(b) Before federal income tax.
(c) For only those stations which were affiliates with nationwide radio networks, the typical network revenue was $2,400 in 1958, $4,000 in 1957.
(d) Includes all promotion; excludes agency and representative commissions.

Nixon's USSR trip has many radio-tv men

Broadcasters were among more than 100 newsmen who joined the trek to the USSR to cover Vice President Nixon's trip.

Representing the networks were Charles Beckman, CBS; John Charles Daly, ABC; Bruce Hoertel, CBS; G. Bradford Kress, NBC; John Langenegger, NBC; Edward P. Morgan, ABC; Paul Niven, CBS, and Ray Scherer, NBC.

Station men planning to cover Mr. Nixon's activities in Moscow were Richard G. Chilcott, WMMN Fairmont, W. Va.; Herbert E. Evans, WRFD Worthington, Ohio; Harold Jackson, KVTV (TV) Sioux City, Iowa; Dean Jeffers, WNAX Yankton, S.D., and Rudy Koenig, WTTM Trenton, N.J. All stations belong to People's Broadcasting Corp., also represented by Charles R. Day of WGAR-AM-FM Cleveland, who plans to travel the entire trip with the vice president.

Gunnar Back will represent the radio-tv division of Triangle Publications. Newsreel reporters with Hearst-Metrotone and Fox Movietone News are Lewis Cass, Robert Hewitt and Edmund Reek Jr. Christopher Serpell is covering the trip for the BBC and Peter Von Zahn for the North German Broadcasting Co. Everet F. Baumgardner, Paul Garvey, Hugo Johnson, William F. McGrory and Joseph O'Donnell are the contingent from the U.S. Information Agency.

Thompson H. Mitchell, president of RCA Communications Inc., is serving as special communications advisor with the vice presidential party during the tour. He joined RCA President John L. Burns at the public opening of the Moscow Fair Saturday (July 25).

Storer profits up

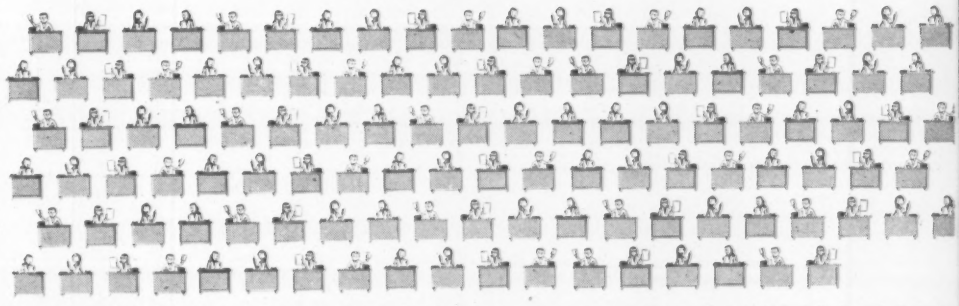
Storer Broadcasting Co. reported a net profit, after taxes, of $2,714,549 (or $1.09 per share) for the first six months of 1959. Included was a capital gain of $582,417 (after taxes) on the $830,000 sale of WAGA-AM-FM Atlanta, Ga. Excluding the capital gain, earnings for the first half of 1959 were $2,132,132 (86 cents a share) compared to $1,729,620 (70 cents a share) in the first six months of 1958.

Storer stations are WGBS-AM-FM Miami; WJBK-AM-FM-TV Detroit; WSPD - AM - FM - TV Toledo, Ohio; WJW-AM-FM-TV Cleveland; WITI-TV Milwaukee; WAGA-TV Atlanta; WWVA-AM-FM Wheeling, W.Va.; WIBG - AM - FM Philadelphia and KPOP Los Angeles.

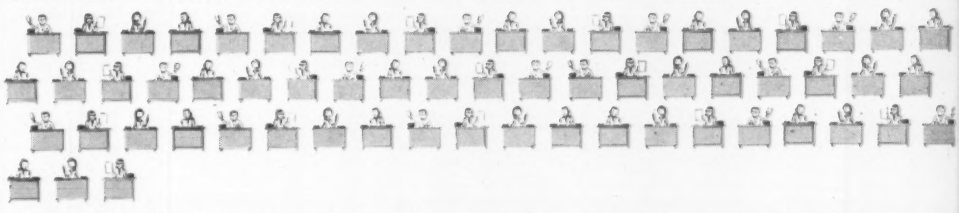
The million dollar buyers* of broadcast advertising at the top 50 tv-radio agencies pick BROADCASTING...

AS THE BEST MEDIUM FOR A STATION'S ADVERTISING TO REACH THEM

They named **BROADCASTING**



nearly 2-to-1 over Publication "B"

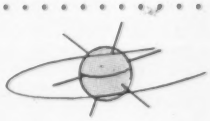


better than 10-to-1 over Publication "C"

by 39-to-1 over Publication "D"

and 59-to-1 over Publication "E"

whereas (alas) Publication "F" wasn't mentioned even once!



HOW DO WE KNOW? These are the findings of a brand-new readership study by American Research Bureau, Inc., conducted among the most important executives responsible for broadcast advertising decisions at the 50 biggest TV-radio agencies in America. If you want to know the *full* facts about their TV-radio business publication preferences send for a copy of *"What Do the Million Dollar Buyers Think?"*—just off the press

A "Million Dollar Buyer" is an agency executive responsible, directly or indirectly, for allocation of over $1,000,000 yearly in broadcast advertising. Of 460 respondents in the ARB study, 81% were.

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N.W., Washington 6, D. C.

MUTUAL'S ANGEL IS A HEAVYWEIGHT

Here's an exclusive run-down on a big man with big business interests who has picked MBS as his newest building project

Meet Al McCarthy.

Few broadcasters have had the chance but they will pretty soon.

He's the financer behind the newest reorganization of Mutual network—a man of many attainments, vast holdings and unsuspected influence.

The business know-how and resources of Albert Gregory McCarthy Jr. offer the main hope that the quarter-century-old network can be converted from a money loser to a going concern.

Many people around the world have met Al McCarthy, but few have learned to know him well. Somehow he has managed to avoid the spotlight.

Mystery man? Not at all. But he's an interesting paradox—little known despite his global activities, a huge hulk of masculinity who can't help dominating any group he is in, yet who seldom is mentioned in print.

Anti-Publicity • There's only one known record of an interview with Al McCarthy—the telephone conversation on which part of this story is based.

Most of the information presented here came from helpful comments by some of his admiring acquaintances.

Mr. Mac, as his friends like to say, doesn't hate reporters. He just doesn't want them to write about him.

The reason: His private business is his own affair. What's he worth? "That's my business." What about the elements of the corporate structure he controls? Same answer.

If he wants to buy a big piece of real estate in Tampa or Seattle and put up a hundred or a thousand houses or apartments, he can't for the life of him figure why this should be anybody's business but his own.

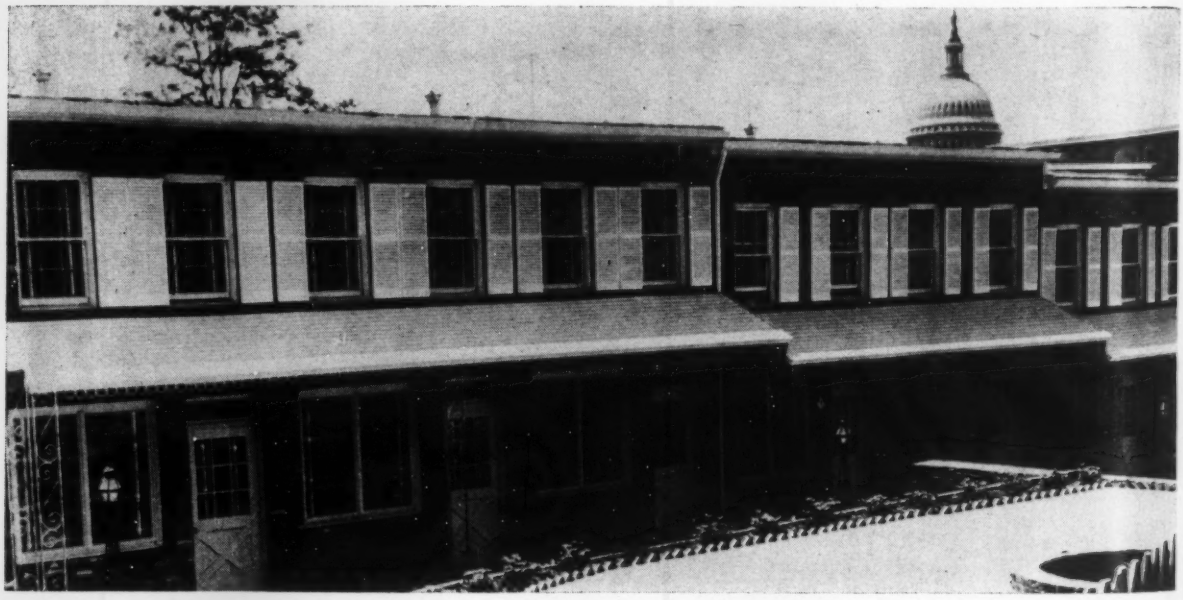
The best word for Al McCarthy's business empire is "vast." It's more than vast; it's far-flung, widely dispersed and obviously profitable.

This successful businessman believes a business should be run for profit. That goes for Mutual Broadcasting System, which he hopes to have in the black before winter under the operation of Robert F. Hurleigh, president.

His Personal Assets • Much of his success in developing a chain of properties is attributed to a nimble mind, a fantastic memory for figures and details, ability to find out what motivates those he contacts and a knack of sorting out galaxies of facts and placing them in perspective. The traits are common, but not usually found in this combination.

His own concept: "I just sit around and dream. People give me ideas and I simply nod my head."

This is oversimplified and not at all accurate. He doesn't just sit around.



Alley of swank • Abutting the back side of the new Senate Office Bldg. on Capitol Hill is a tony cluster of two-story apartments housing some of Washington's better-known legislators. Once a slave-trading and bawdy-house district, it has been remodeled into a quaint garden-type group of a dozen dwellings. Its operator—Albert Gregory McCarthy Jr.

Probably the only money-losing unit in the McCarthy portfolio of corporations, the development is known to the post office as Schotts Court but the McCarthy-designed grillwork over the entrance includes a huge legend—Schotts Alley.

Tucked in the notch of the L-shaped development is Blarney House, a two-story reception facility used for Al McCarthy's parties. Invitations to Blarney House are among the most coveted in social-minded Washington, and a guest list may have a heavier protocol platoon than a diplomatic reception. The parties are on the informal side—cozy, friendly and even noisy in contrast to the usual stiff decorum of the average affair in the Potomac social whirl.

The list of tenants in Mr. McCarthy's alley includes Sens. Norris Cotton (R-N.H.) and Karl E. Mundt (R-S.D.); Reps. James C. Oliver (D-Me.), William B. Widnall (R-N.J.), E. Y. Berry (R-S.D.) and B. Carroll Reece (R-Tenn.), and ex-Sen. George H. Bender (R-Ohio).

He moves—as fast as airplanes carry him, 5,000, maybe 10,000 miles a week. His headquarters is the nearest telephone, a desk, one of his many apartments around the nation (Tampa is his legal residence) or an airplane.

It's true that people around him—Chester Ferguson, Tampa attorney, or his son Gregory—make suggestions. But Mr. Mac has plenty of his own ideas. A nod of his head is not a minor ritual. It's a careful though often swift decision that may involve millions.

His Personal Traits • Mr. Mac ("I was born in New York City, March 9, 1906, a fish day") is mild in manner and soft-spoken. His hair is thinning and on the grayish side. He keeps breaking out into a puckish grin that may serve as substitute for a short speech. He listens well and doesn't talk unless he has something to say or a question to ask. Sometimes he looses a torrent of words replete with collections of figures and rapid appraisals of facts and situations.

His Irish temper shoots sparks when he's irked. A story is told of the time he felt he had been roughed up by a regional revenue agent. He stormed into Washington, the tale goes, demanded and obtained independent audits by three nationally known accounting firms for Treasury consideration.

Mr. Mac's friends always speak highly of his integrity and his insistence that business enterprises should make money. They describe him variously as gentle, kind, tenacious, intense in likes and dislikes, on-the-ball, a cold fish if you cross him, brilliant, unassuming and aggressive.

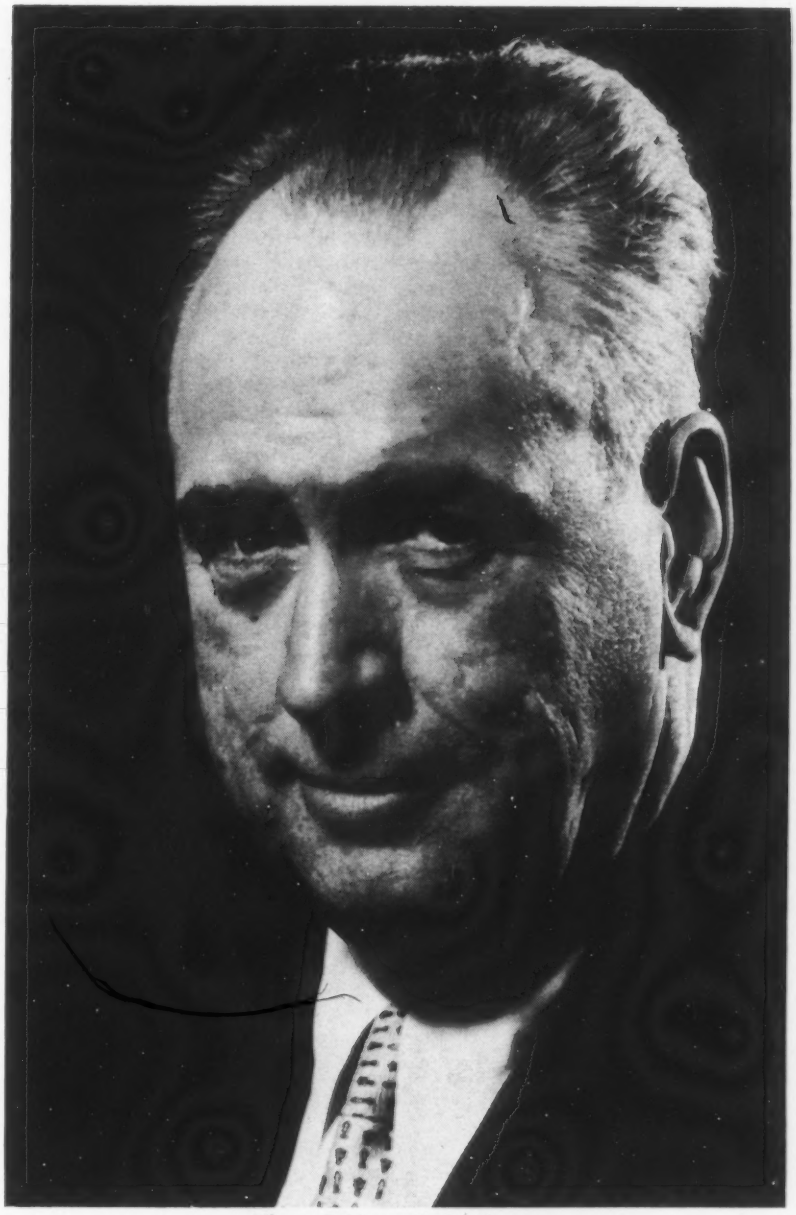
A Start in Law • He practiced corporate and financial law nine years in New York after graduating from Fordham College and Law School. A single idea kept recurring as he handled the intricate and detailed affairs of corporations: Why not make some of this kind of money myself? He quit the active practice of law to begin buying and building his own companies.

How'd he get into Mutual network?

"Bob Hurleigh talked me into it. He convinced me the service to this group of independent stations was meeting an important need and required only time, good management and capital and time to put it in the black."

Along with Mr. Ferguson, he is willing to see if the largest of all radio networks can be restored quickly to economic, programming and journalistic efficiency. He considers Mr. Hurleigh, director of Mutual's news operations and top network executive, one of the best broadcast newsmen in the nation.

Mr. Hurleigh developed the recent Mutual concept that a news operation should center in Washington, the news capital of the world. The Hurleigh technique is based on fast, frequent contacts with news sources, hourly news roundups, liberal use of tape and beep interviews with news figures—all backed by supplementary interpretive reports and panel discussions.



Albert Gregory McCarthy Jr.

Too Many Networks • Those who have talked with Mr. Mac report he has faith in radio networks if the structure is put on a sound basis that conforms to the 1959 broadcast economy. He is described as believing four radio networks are one too many, and no one would be surprised if he tried to buy up ABC, CBS or NBC radio.

He believes that radio must get a larger share of the broadcast dollar and he's out to demonstrate that it can. Mr. Hurleigh has long contended radio must offer an entirely different type of service from the drama-music-news programming of the pre-tv era.

Politically Mr. Mac is a Democrat with a private-enterprise approach. He takes a dim view of the New Deal theories of government control.

Around Washington, Capitol Hill knows him socially as a genial and generous host. He has the Capitol flanked on three sides by his Capital Properties office, another office building tenanted by the U.S. Immigration & Naturalization Service and fashionable Schotts Alley (see picture).

The modest empire-builder is the friend of high officialdom and of many

persons without special rank. He has more fun than anyone at his parties; he knows the names, experience and potential influence of every guest along with beverage preferences and, it's said, the approximate number of drinks each guest has consumed.

Mr. Mac prefers to call Tampa, Fla., his headquartrs. He maintains a residence there where friends are frequent guests. The nearest thing to a home is the nearest bank of telephones. He's a constant telephoner, contacting staff people and businessmen wherever he has properties.

Father and Son • He derives great satisfaction from a new operating procedure in his business empire—a close liaison with his son, Albert Gregory McCarthy III, a 1957 graduate of Georgetown Law School (after undergraduate training at Fordham. The younger McCarthy has been named MBS secretary-treasurer.

The McCarthy business setup includes ownership-management roles in Tampa Bay Garden Apartments (being sold to government); Burien Garden, Seattle, Immigration Bldg., Schotts Ally, D.C.; new Shannon Shamrock, Ireland, hotel; office building project in Anchorage, Alaska, projected hotels in Rome and Puerto Rico; apartments in San Mateo, Calif.

The elder McCarthy is tall—6 feet 5, give or take an inch—and portly. His son is shy a bit of his height but still over 6 feet. "Gregory is fitting into the organization," the father said. "He knows what's on my mind and what I'm likely to do, and I know what he's thinking and the way he operates."

Mr. Mac came from a long line of New York McCarthys. His ancestors were active in New York politics, their attainments including chief of Tammany Hall and New York police commissioner. As a boy he was somewhat lost in a large family, developing an intense desire to become a man of influence. He achieved his desire, but doesn't figure he needs the constant publicity that professional politicians require. On the other hand he cherishes recognition of his commercial attainments by those he likes and respects.

Gregory has presented him with two grandchildren and his daughter Denise, wife of Lt. Carl Hattler, a West Pointer, has borne two more. This big, often brusque man softens in a hurry when the youngsters are around.

Albert Gregory McCarthy Jr. is new to radio, but radio won't be new to him for many days. Already he can speak expertly of such industry topics as Sec. 315 and he is familiar with the niceties of network economics.

He's 100% businessman, except for a musical hobby. An Ascap member, he wrote the lyrics for such songs as "Fiddlesticks" and "Casually".

"Leave the figures to me," he'll often say. His statistical mind works like an electronic computer.

He now has a new challenge—trouble-shot Mutual network—and he loves it.

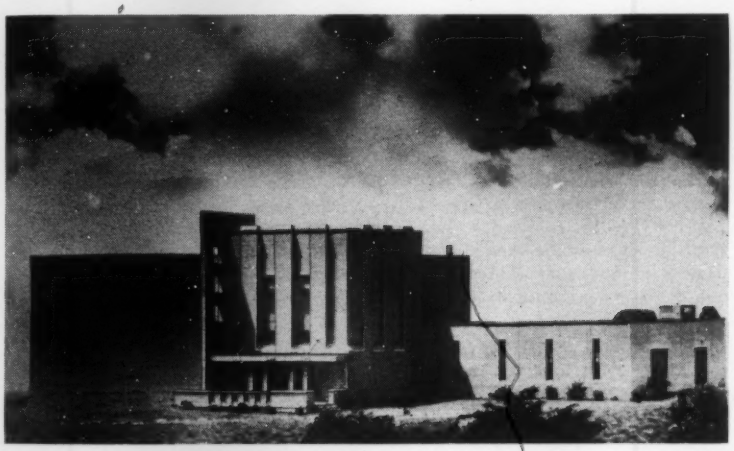
Valued Counsel • Behind the scenes in the corporate structure of Albert Gregory McCarthy Jr. is his attorney and MBS partner, Chester H. Ferguson,

MR. FERGUSON

member of the high-ranking Tampa (Fla.) law firm of MacFarlane, Ferguson, Allison & Kelly. He is MBS board chairman and has a financial interest.

Mr. Ferguson's firm handles the accounts of two broadcast stations—WFLA and WDAE, both Tampa—and the *Tampa Tribune*. He attended U. of Alabama, Mercer U. and U. of Florida, receiving his law degree at the last-named in 1930. He is a member of Omicron Delta Kappa fraternity; Florida Bar; Tampa-Hillsborough County and American Bar Assns. His birthplace was Americus, Ga. (1908).

He married the former Louise Lykes, whose family is identified with the Lykes Bros. Steamship Co. on whose board he serves. He also is a director of Pasco Packing Co. He has two children and has been a practicing attorney since 1930. Hobbies include gin rummy at the Tampa University Club.



All for a dollar a year • This modern brick building will be occupied by educational ch. 48 WCET (TV) Cincinnati after Aug. 1. The studios and facilities have been turned over to WCET by the Crosley Broadcasting Corp. (WLWT [TV] Cincinnati) on a dollar-a-year basis. Built in 1947 at a cost of $500,000 for WLWT, the building contains 10,000 sq. ft of space. Uberto T. Neely, WCET general manager, told Crosley officials that he could find "no record of any other commercial telecasting company which has contributed as much or more than your organization to the cause of educational tv."

WOR New York keeps its Mutual affiliation

In a surprise move, WOR New York signed a new affiliation agreement with Mutual last week although earlier reports had indicated strongly that the station would disaffiliate after the termination of the present contract on Aug. 8.

Under the new agreement, WOR will carry a total of 60 network newscasts, plus special events, sports and public affairs programs fed by Mutual. Though WOR officials declined to explain reasons for the move, it was reported that the proposal offered by Mutual under which the stations will carry only a stipulated number of news and other types of programming was a decisive factor. The station, it was said, will be paid in cash up to a certain point, rather than under Mutual's usual arrangement of providing two five-minute newscasts per hour, with the station selling one and Mutual the other.

No announcement has been made as yet of the plans of the four other RKO General Teleradio stations which are affiliated with MBS and whose contracts expire Aug. 8.

A meeting of Mutual's creditors is scheduled for tomorrow (July 28) before U.S. Referee Asa Herzog in New York. The network has filed a petition for voluntary bankruptcy under Chapter 11 of the Bankruptcy Act (BROADCASTING, July 6 *et seq.*). Mutual has liabilities of $3,195,607.

TAMPA— ST. PETERSBURG

. . . market on the move!

Each year, 600,000 barrels of golden Budweiser beer will flow from this magnificent new $20,000,000 Budweiser plant in Tampa!

Adjoining the Anheuser-Busch brewery is the fabulous 15-acre Busch Gardens. This civic attraction includes tropical lagoons, Hospitality House with its 7-pointed "floating" roof, an amphitheater overlooking a vast rare-bird area, and enchanting Dwarf Village.

Anheuser-Busch now joins dozens of other industrial giants who have recently made their move to the MARKET ON THE MOVE . . . TAMPA-ST. PETERSBURG . . . now 26th in retail sales, 26th in automotive sales, 27th in drug sales!

Go after this golden market with the STATION-ON-THE-MOVE—WTVT—first in total share of audience* with 38 of the top 50 programs! WTVT, with highest-rated CBS and local shows, blankets and penetrates the MARKET-ON-THE-MOVE . . . TAMPA-ST. PETERSBURG.

*Latest ARB

station on the move...

WTVT TAMPA - ST. PETERSBURG CBS Channel 13

THE WKY TELEVISION SYSTEM, INC.

WKY-TV Oklahoma City WKY-RADIO Oklahoma City WSFA-TV Montgomery *Represented by the Katz Agency*

CBS Radio affiliates review PCP's progress

Commendation of CBS Radio's controversial Program Consolidation Plan was voiced by the board of directors of the CBS Radio Affiliates Assn. last week after a two-day meeting in which PCP's first six months were reviewed.

Charles C. Caley of WMBD Peoria, Ill., chairman of the affiliates board, said on behalf of the group that "PCP has demonstrated its strength in assuring to audiences, affiliates and advertisers the continuation of national network radio service." Authorities said the statement was based on a review of CBS Radio audiences in individual markets and on a national basis, introduction of new entertainment programs, and evaluation of more than 60 special public affairs programs furnished to affiliates during the last six months.

In its meeting, held Monday and Tuesday in New York, the board heard CBS Radio President Arthur Hull Hayes forecast heavy sponsorship of network programs this fall. He said there was particular demand for sponsor participation in Arthur Godfrey's return to his daytime program after recuperation from his cancer operation.

Dr. Frank Stanton, CBS Inc. president, and Mr. Hayes headed the network group which met with the board. Others included department heads and other key officials.

The board also reviewed plans presented by Frank Fogarty of WOW Omaha, convention chairman, for the sixth annual meeting of the entire affiliates association, to be held Sept. 23-24 at the Waldorf-Astoria Hotel in New York.

Corwin fm network shoots for early '60

A five-station California fm "network," whose service area will cover 70% of the state's population, is expected to be in operation by the first of next year, Sherrill Corwin has announced. Mr. Corwin is head of the Metropolitan Theatres Corp., licensee of KFMU (FM) Los Angeles, and is sole owner of KFMW (FM) San Bernardino (now program testing) and holder of permits for the other three stations; KFMX (FM) San Diego, KBAY-FM San Francisco and KGUD-FM Santa Barbara.

All five stations will be equipped with the latest RCA equipment and will operate with 30 kw, except KGUD-FM, which will have somewhat higher power. All will have multiplex equipment, with the second channel available for background music or some similar service (an arrangement has already been made for Muzak to use KFMW's subcarrier in San Bernardino), and when multiplex stereophonic standards have been set, they will go into that operation. Currently, KFMU and KCBH (FM) Beverly Hills broadcast a double-fm stereo concert each Sunday afternoon; KFMW has begun fm-am stereo broadcasting with KPRO Riverside, and KGUD-AM-FM (Mr. Corwin also owns KGUD-AM) also plan to offer stereo programming (before 6 p.m. as KGUD is a daytime station).

KFMU will supply the other four stations with somewhat less than half of their programming (40-50%, except in San Francisco where it will be somewhat lower), partly to make use of the experienced fm announcers employed at KFMU, partly as an economy. ("Like all fm operators we try to economize wherever we can," Tom Baxter, general manager, said. "The only place where we don't is on equipment, where we insist on the best because all we have to sell is superior sound.") These "network" programs will be transmitted to KFMW by relay and "bicycled" to the other stations on tape.

All stations will have the same commercial criteria as KFMU, Lee Ellis, sales manager, stated. "Raucous jingles, loud shouting commercials, absurd claims and, most of all, multiple commercials won't be permitted. We will broadcast only four commercials per hour." Mr. Baxter added: We're on record with this policy and will continue it even after an fm station is able to get more than four commercials an hour."

During a break • At a recess during last week's meeting of network executives with the board of directors of the CBS Radio Affiliates Assn. (l to r): Harold P. Danforth, WDBO Orlando, Fla.; James M. Seward, CBS Radio executive vice president; Dr. Frank Stanton, CBS president; Larry Haeg, WCCO Minneapolis; Chairman Charles C. Caley, WMBD Peoria, Ill.; Arthur Hull Hayes, CBS Radio president; Joseph M. Higgins, WTHI Terre Haute, Ind.; Lee B. Wailes, Storer Broadcasting Co., Miami Beach; Frank Fogarty, WOW Omaha; Westerman Whillock, KBOI Boise, Idaho; George Perkins, WROW Albany, N.Y.; J. C. Kellam, KTBC Austin, Tex.

KPFK (FM) on air

"Commercial-free" radio was slated to come to southern California yesterday (July 26) with the air debut of KPFK (FM) Los Angeles (BROADCASTING, June 15). The station is supported by voluntary (tax deductible) subscriptions. So far, about 2,000 have subscribed the $12 that entitles them to a year's *KPFK Portfolio*, a complete listing of its programs.

KPFK is on 90.7 mc with 75 kw. Address: 5636 Melrose Ave., Los Angeles 38. Telephone: Hollywood 7-7183. The new station is owned and operated by Pacifica Foundation (KPFA [FM] Berkeley, Calif.) with Terrell T. Drinkwater as manager.

KING tapping taste

KING Seattle, Wash., has sent more than 100,000 persons in its coverage area a questionnaire to find out their musical tastes.

The survey is being conducted in cooperation with International Business Machines Corp. Dr. Stuart Carter Dodd, director of the U. of Washington's Public Opinion Lab, is serving as consultant on the project. Those receiving questionnaires are asked to listen to excerpts from 10 records broadcast on KING that are representative of five categories of popular music.

Memo to Marty Nierman:

ARB and Nielsen have just completed new audience surveys of the Omaha market. ARB also has a new survey of Lincoln, Nebraska's second largest market.

KMTV is the dominant Omaha station in all three books.

OMAHA ARB May-June —In the four-week average, KMTV leads all other Omaha stations from sign-on to sign-off in share of sets-in-use.

OMAHA NIELSEN June —KMTV delivers more television homes in more quarter hours than any other Omaha station.

LINCOLN ARB April —KMTV leads in twice as many quarter hours as the other Omaha stations combined.

Specifics? Look at Jack Paar. Look at KMTV's 10:00 p.m. News. in both Omaha and Lincoln ARBs, most people prefer Paar and news to the best movies competition can buy, (no matter how much they cost). In Omaha, Paar leads in 27 of 30 quarter hours and his total rating points are more than the combined points of all other programs in the same period. In Lincoln, Paar on KMTV leads in 28 of 30 quarter hours.

KMTV's 10:00 p.m. News is Omaha's highest-rated evening news and delivers an average rating double that of competing movies.

Some story huh!.. marty ?

Take your choice of books. But call Marty Nierman, Executive Vice-President, Edward Petry & Co., or any other Petryman before you buy Omaha.

OMAHA IS KMTV

One station left testing fm stereo mx

A combination of lack of interest and a jaundiced eye at the FCC has reduced from 9 to 1 the number of fm stations experimenting with multiplexing stereophonic broadcasts.

The remaining outlet is Zenith Radio Corp.'s WEFM (FM) Chicago, which feeds a storecasting system only and doesn't sell its time. Its experiments are carried on from midnight to noon and 4-5 p.m. daily under special temporary authorization from FCC.

WFDS-FM Baltimore's STA for similar multiplex stereo experiments expired July 15. Although WFDS-FM has requested renewal of its STA, FCC officials say the station's report on its experiments will have to contain useful information not already known if it gets renewal. The other seven fm outlets have discontinued experimental stereo multiplexing either because of lack of interest or because they failed to provide new information, the FCC said.

As for am stereo experimental broadcasts, there are only three stations with STAs—all in New York City: WCBS, WRCA and WABC, the last conducting its experiment under a system devised by Philco Corp.

The FCC currently is accepting comments on stereo broadcasting systems, with a Dec. 11 deadline, as a basis for possible rulemaking to standardize multiplex stereo.

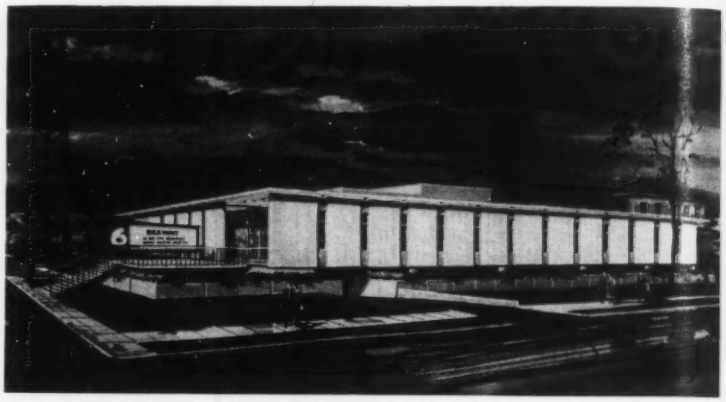
Knorr gains control of Michigan stations

Acquisition of positive control of Knorr Broadcasting Corp. by its founder and president, Frederick A. Knorr, was announced last week. Mr. Knorr and associates are buying the interests of Harvy R. Hansen and William H. McCoy. The consideration is in excess of $1 million each.

MR. KNORR

Knorr stations are WKMH Dearborn, WKMF Flint, WSAM Saginaw, WKHM Jackson and WELL Battle Creek, all Michigan. It also owns one-third of the Detroit Tigers baseball team. Messrs. Hansen and McCoy will continue to serve as president and director and as secretary and director respectively of the Tigers.

Among the new stockholders will be Charles J. Sitta, president of Michigan Spot Sales Inc. (a Knorr company); John J. Carroll, general manager of WKMH and Walter S. Patterson, general manager of WKHM.



Going up • Nov. 1, 1960, is the target date for occupancy of the new WOW-AM-TV Omaha building, pictured above by its architect, Leo A. Daly Co. Ground for the new building will be broken next month according to Frank P. Fogarty, vice president and general manager of WOW-AM-TV. Mr. Fogarty announced that the two-story structure will include an fm studio and that WOW will soon apply for a fm license. The building's exterior will be of Vermont marble and bronze tile. Exact cost of the project has not yet been established since the deadline on bidding is next month.

Transcontinent split

Directors of Transcontinent Television Corp., New York, are recommending to stockholders a 2-for-1 split of the presently authorized shares and an increase of 500,000 in the number of authorized shares, making a total of 1,520,000 authorized shares. Stockholders will meet in early August when the recommendations will be presented for approval.

Transcontinent stations are WGR-AM-TV Buffalao and WROC-TV Rochester, both New York; KFMB-AM-TV San Diego and KERO-TV Bakersfield, both California; 60% of WNEP-TV Scranton-Wilkes-Barre, Pa., and 50% of WSVA-AM-TV Harrisonburg, Va.

Changing hands

ANNOUNCED • *The following sale of station interests was announced last week, subject to FCC approval:*

• KMCM McMinnville, Ore.: Sold by Yamill Broadcasters Inc. *(McMinnville News-Register)* to Jerry Carr and John Courcier for $80,000. Broker was Edwin Tornberg & Co. KMCM operates on 1260 kc with 1 kw.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 94).*

• WLAC-AM-TV Nashville, Tenn.: Sold 24% working control of Life & Casualty Insurance of Tennessee (parent company of WLAC and 50% owner of WLAC-TV), to Murchison Bros. (Clint W. Murchison Jr. and John W. Murchison) for $40 million. Murchison Bros. also controls Lamar Life Insurance Co., licensee of WJDX-AM-FM Jackson, Miss. WLAC is on 1510 kc with 50 kw, directional night and is a CBS affiliate. WLAC-TV is on ch. 5 and is affiliated with CBS-TV.

• KPTV (TV) Portland, Ore.: Sold to Nafi Corp. (Kenyon Brown, president of broadcast division) by George Haggarty for $3.75 million. Mr. Brown has interests, along with Bing Crosby, chairman of the board of Nafi Corp. broadcast division, in KCOP-TV Los Angeles, and KFOX-AM-FM Long Beach, both California. Mr. Brown also has interests in KGLC Miami, Okla.; KANS Independence, Mo.; KSON San Diego and KITO San Bernardino, Calif. KPTV is on ch. 12 and is affiliated with NBC-TV. Comr. Robert Bartley dissented.

• KSDO San Diego, Calif.: Sold to Gordon Broadcasting of San Diego Inc. by San Diego Broadcasting Co. (C.A. Smith and associates) for $500,000. Mr. Gordon owns KBUZ-AM-FM Mesa, Ariz. KSDO is on 1130 kc with 5 kw day, 1 kw night, directional night and day.

• WMIC Monroe, Mich.: Sold to 560 Broadcasting Corp. (Ross Mullholland, Richard E. Jones and others) by McIntyre Broadcasting Co. for $398,000. Mr. Jones has interests in KXLY-AM-TV Spokane, Wash. and KELP-AM-TV El Paso, Tex. WMIC is on 560 kc with 500 w, day, directional.

• WAMV East St. Louis, Mo.: Sold to Hess-Hawkins Co. (Louis Strick and Joseph Calderon) by advertising execu-

ANNOUNCING

AUGUST 1st

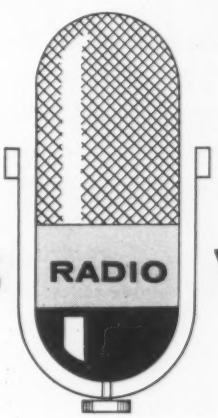
PETERS, GRIFFIN, WOODWARD, INC.

EXCLUSIVE NATIONAL REPRESENTATIVES

WCHS 8 TV

CHARLESTON-HUNTINGTON-ASHLAND

The 37th Largest Metropolitan County Area in the United States



WCHS WPLH

CHARLESTON-HUNTINGTON, W. VA.

tive Robert W. Day for $300,000. WAMV, on 1490 kc with 250 w, is affiliated with ABC.

• KXO El Centro, Calif.: Sold to Feldman Enterprises Inc. (Leonard Feldman, president) by Valradio Inc. (Riley R. Gibson, president) for $240,000. KXO, on 1230 kc with 250 w, is affiliated with MBS.

• KRNO San Bernardino, Calif.: Sold to KRNO Inc. (George W. Boiling, Jack C. Vaughn and Cecil L. Trigg) by Western Empire Broadcasters Inc. for $240,000 and $3,600 annual rental of real estate for three years. Messrs. Vaughn and Trigg have interests in KVII-TV Amarillo and KOSA-TV Odessa, both Texas. Mr. Trigg also has an interest in KOSA-AM. KRNO is on 1240 kc with 250 w.

• KWDM Des Moines, Iowa: Sold to General Broadcasting Services of Iowa Inc. (James Binger and Armin P. Buetow) by Des Moines Broadcasting Corp. (George W. Webber, president) for $200,000. KWDM is on 1150 kc with 1 kw, directional, and is affiliated with MBS.

• Media reports

• Corinthian Broadcasting Corp., N.Y., appoints Henry J. Kaufman & Assoc., Washington, D.C., to handle trade advertising and promotion, effective immediately. Corinthian stations are: KOTV (TV) Tulsa, KHOU-TV Houston, KXTV (TV) Sacramento, WANE-AM-TV Fort Wayne and WISH-AM-TV Indianapolis.

• Venard, Rintoul & McConnell Inc., radio-tv representative, has moved its Chicago office to larger quarters on 26th floor at same address, 35 E. Wacker Dr.

• WOOD-AM-TV Grand Rapids, Mich., held a public service programming seminar for representatives of more than 70 community organizations two weeks ago. Topics included importance and results of public service programs and campaigns, technical requirements for radio-tv stations, how to plan a program and station requirements for program length, announcements and material acceptance.

• Peters, Griffin, Woodward, N.Y., has expanded quarters at new address for representative firm's southeast headquarters in Atlanta. New location: 1372 Peachtree St. N.E., suite 106. Phone: Trinity 5-7763.

• WLOS-TV Asheville-Greenville-Spartanburg, S.C., has opened its Greenville office in the Poinsett Hotel. The office will serve as headquarters for regional sales coordinator Tom Burkhart and WLOS-TV's South Carolina news bureau, headed by bureau chief Harold Ludwig.

• KSFR (FM) San Francisco is feeding classical music to KJML (FM) Sacramento. This was the first step in the formation of a Pacific Concert Network. KSFR's good music format includes a modern jazz show (Fri. and Sat. midnight-3 a.m.). PCN's top rates: prime evening time—one 60-second spot for $13, discounting to 260 60-second spots for $8.31 each. Address: 10 Claude Lane, San Francisco 8.

• An office in Hollywood has been opened by Ayres, Allen & Smith, San Francisco station representative. Under direction of Henry M. Stanley, the new office is at 1548 N. Highland Ave., Hollywood 28. Telephone: Hollywood 2-4939. Assisting Mr. Stanley with station relations is Betty Ward, formerly of Foote, Cone & Belding.

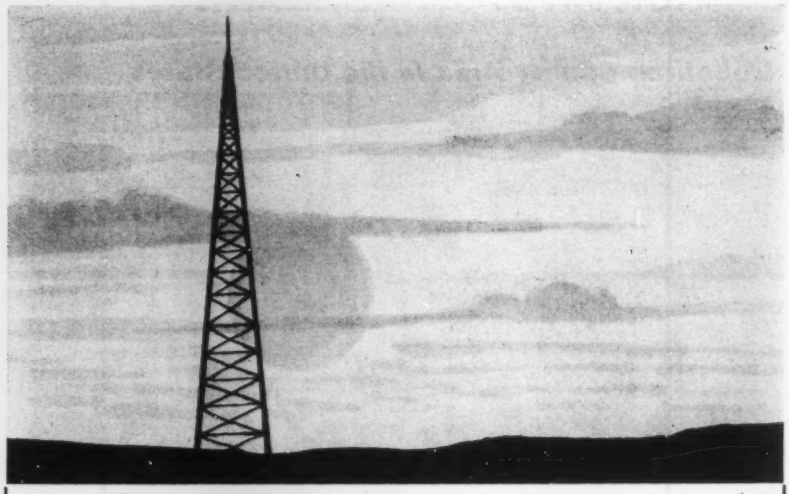
• H-R Television and H-R Representatives have moved into larger quarters at 321 Bush St., San Francisco.

• The Military District of Washington and the Dept. of the Army held a special retreat review ceremony July 19 in honor of NAB. President Harold E. Fellows was to receive the Army's citation to the association for "valuable contributions to the Army and the nation."

• Daren F. McGavren Co., station representative, will open a new office, its seventh, in St. Louis on Aug. 1. Jack Hetherington, formerly with the Adam Young representation office in St. Louis, has been named manager. The address is 317 North 11th St.

• KFOX Long Beach, Calif. will drop its current popular music format, switching to all western and country music Aug. 3. The change was announced by Cal Perley, vice president in charge of all Kenyon Brown radio stations (KFOX is owned by Mr. Brown in association with Bing Crosby and Kevin Sweeney), who said it followed a thorough study of the area.

• On July 19, WTAG-FM Worcester, Mass., joined the WQXR Network which carries music programmed by WQXR New York. Affiliated with the *Worcester Telegram and Gazette*, WTAG-FM is the 14th station to join the good-music hook-up. The station will carry 65 hours of network programming each week, according to Herbert L. Krueger, vice president and general manager of WTAG-AM-FM.



The sun never sets

Travel from Coast to Coast and from border to border. Wherever you go in the continental United States, you'll find a station owner who has had a successful transaction with Blackburn & Company . . . truly nationwide in scope, with four regional offices convenient to your location for negotiations, financing and appraisals.

Blackburn & Company

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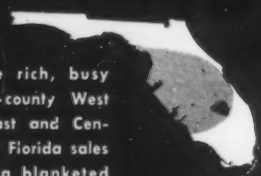

*The rich, busy 26-county West Coast and Central Florida sales area blanketed by WFLA-TV!

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The families moving in—many of whom are new residents—need everything from tacks to toasters. There is a need for every product and service!

Add to the new residents the 1,594,700 persons *already living in the WFLA-TV sales area* and you get some idea of the opportunity for sales—and profit—in the *Land of Profitunity!*

For more information. write us, or call your Blair-TV man.

Market figures from Sales Management 1959 Survey of Buying Power. Home building figures from U.S. Department of Labor.

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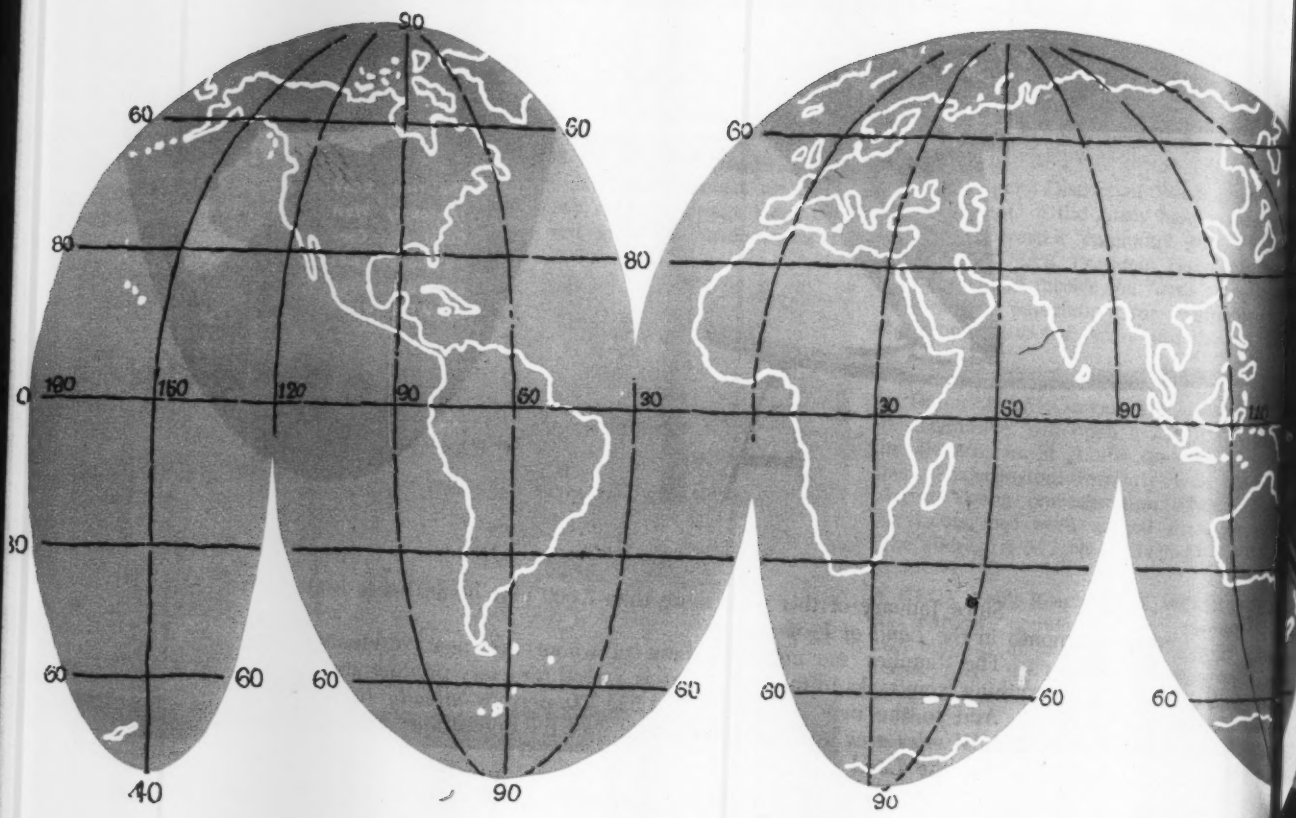

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IT'S OPEN SEASON ON 1-A CLEARS

FCC proposal to recommend 24 Class II's in 1-A spots

The FCC has had second thoughts on the clear channel case.

It announced last week that it had instructed its staff to draw up a new proposed rulemaking notice which would, if enacted, permit the assignment of a "limited" number of unlimited time Class II stations on all 24 Class 1-A, unduplicated clear channels.

These Class II stations, the FCC said, would be not less than 10 kw in power. Their locations, it added, would be determined on the basis of need in areas without primary service.

Class II stations are unlimited time stations (or they can be daytime only stations) on the 45 clear channels. They must protect the dominant Class 1 station at nighttime, but at the same time they must accept any interference they might suffer from the dominant station.

The latest move brought a negative comment from a clear channel spokesman. Reed T. Rollo, counsel for the Clear Channel Broadcasting Service, said last week: "I'm afraid it means duplication of all clears at distances that would preclude forever higher power."

Last year, the FCC proposed to duplicate, with a second 50 kw, Class 1 station, five of the 24 Class 1-A clear channel frequencies and to permit the assignment of Class II stations on these plus seven other Class 1-A frequencies. It said the question of higher power would be taken up later (BROADCASTING, April 21, 1958).

Bare Majority • The vote to instruct the staff was close, it was understood. Four of the seven commissioners voted in favor of this move.

The official document is not expected to be issued until September, following the FCC's August vacation.

No mention will be made, it is understood, of any power boosts for the clear channel stations. At the time the clear channel proceedings began in 1945 before the FCC, the clears urged that they be permitted to increase their power to 500-750 kw.

Response to the FCC's 1958 proposal, in general, was negative. The clear channel stations, the networks and the Clear Channel Broadcasting Service objected. CCBS pointedly asked why the Commission had not suggested higher power for the clear channel stations.

In last year's proposal, the Commission suggested that five of the 1-A frequencies be duplicated at specified places:

660 kc (WRCA New York) in Montana; 770 kc (WABC New York) in a western state to be determined; 880 kc (WCBS New York) in Wyoming; 1100 kc (KYW Cleveland) in Arizona; 1180 kc (WHAM Rochester, N.Y.) in Idaho.

The Commission said also that at a later date it would allow Class II stations on these frequencies at underserved locations. It also listed the following other seven clear channel frequencies for immediate Class II assignments:

670 kc (WMAQ Chicago), 720 kc (WGN Chicago), 780 kc (WBBM Chicago), 890 kc (WLS Chicago), 1020 kc (KDKA Pittsburgh), 1120 kc (KMOX St. Louis), 1210 kc (WCAU Philadelphia).

More Stations • It was estimated then that under these conditions there could be anywhere from three to six Class II stations on each of the above 12 frequencies. Using the same basis for all 24 Class 1 frequencies, as expected to be proposed by the Commission, this could result in from 72 to 144 new Class II stations.

The Commission announcement made no mention of the companion daytime skywave case. This involves technical findings that skywave service begins about two hours before sunset and continues for about two hours after sunrise. The clear channel stations are protected, nighttime, from sunset to sunrise.

Clear channel stations were assigned

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

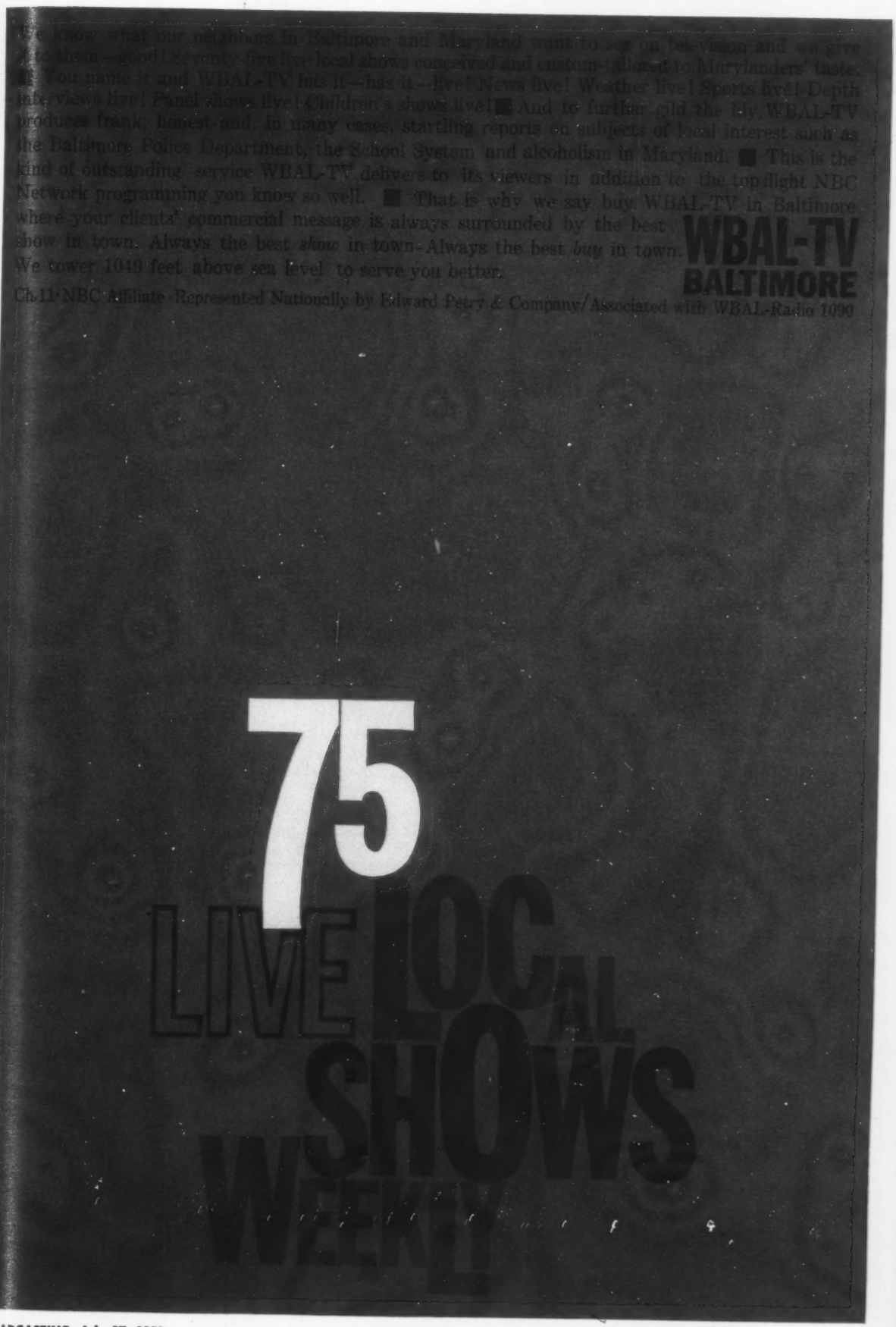
KNOE-TV AVERAGES 78.5% SHARE OF AUDIENCE

According to April 1959 ARB we average 78.5% share of audience from Sign On to Sign Off 7 days a week. During 361 weekly quarter hours it runs 80% to 100%, and for 278 weekly quarter hours 92% to 100%.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Spencer Chemical Company's Vicksburg, Mississippi, Works where nitrogen products for industry and agriculture are produced.


We know what our neighbors in Baltimore and Maryland want to see on television and we give it to them—good! Seventy-five live local shows conceived and custom-tailored to Marylanders' taste. ■ You name it and WBAL-TV has it—has it—live! News live! Weather live! Sports live! Depth interviews live! Panel shows live! Children's shows live! ■ And to further gild the lily, WBAL-TV produces frank, honest and, in many cases, startling reports on subjects of local interest such as the Baltimore Police Department, the School System and alcoholism in Maryland. ■ This is the kind of outstanding service WBAL-TV delivers to its viewers in addition to the top-flight NBC Network programming you know so well. ■ That is why we say buy WBAL-TV in Baltimore where your clients' commercial message is always surrounded by the best show in town. Always the best *show* in town-Always the best *buy* in town. We tower 1049 feet above sea level to serve you better.
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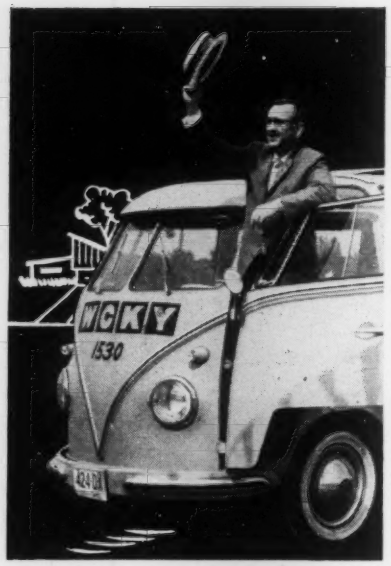
BALTIMORE
Ch.11-NBC Affiliate-Represented Nationally by Edward Petry & Company/Associated with WBAL-Radio 1090
75
LIVE LOCAL
SHOWS
WEEKLY



WCKY IS ON THE GO IN CINCINNATI

We've taken to our wheels this summer! We've gone right out to visit our listeners . . . . . and they love it! The bright red WCKY Mobile Studio broadcasts a full week at high traffic count locations from 6:30 to 10 AM and 4 to 6 PM, with Leo Underhill handling the morning broadcasts and Paul Miller (shown here) broadcasting afternoons. Decked out in red blazers and straw hats for high visibility, Leo and Paul greet motorists, tell them about traffic delays in the Cincinnati area, and play that good music for which WCKY is famous. From the waving hands, blinking lights and honking horns, we're sure nearly everyone in Cincinnati is attracted to our remotes, and listening to WCKY. And the lucky advertisers who sponsor the remotes are happiest of all!

If you have a product which needs to get going in Cincinnati, then you need WCKY—the station on the GO. Call Tom Welstead at WCKY's New York office or AM Radio Sales in Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

in the early days of radio in order to serve remote areas of the country. This is done through the skywave phenomenon by which a broadcast signal can travel out hundreds of miles from the transmitter. The signal at night bounces off the ionosphere—a layer of ionized particles about 30 miles above the earth —and can be received at great distances.

During the day all broadcast stations are confined to groundwave coverage, about 100 miles, since there is no ionosphere in existence.

The clear channel case began in 1945 when the FCC opened up the question whether to duplicate the clears or permit them to use "superpower", or both.

There are now 45 clear channels. Class 1-A frequencies contain only one station on each frequency at night. There are 24 Class 1-A frequencies. Class 1-B frequencies contain two clear channel stations on the same frequency, separated virtually by a continent. There are 21 Class 1-B channels, but since seven of these frequencies are shared with a foreign country, there are only 35 U. S. Class 1-B stations.

WJAR sale injunction upheld by R.I. court

The Rhode Island Supreme Court last week upheld a preliminary injunction against the sale of the Outlet Co. (Providence department store which owns WJAR-AM-TV there) to New York realtor William Zeckendorf.

The high court ruled 4-1 that a lower court injunction, issued last March, was proper.

Involved is the proposed $12 million sale of the Providence department store and its broadcast properties to Mr. Zeckendorf's 91065 Corp.

At the end of last week, attorneys for Mr. Zeckendorf said they were still studying the decision but had not come to any decision whether to continue the fight or withdraw from the contract.

A lower court granted the injunction because, the judge said, the trustees of the stock probably failed to obtain a better price and one of the trustees, the Industrial National Bank, was involved in a conflict of interests.

Conflict of Interest • The state Supreme Court upheld the conflict of interest contention.

An option to purchase 55,230 shares of Outlet Co. stock at $120 per share was obtained last November by Roger L. Stevens, New York realtor. Mr. Stevens subsequently turned over this option to the Zeckendorf interests.

A suit to stay the sale was instituted by Joseph S. Sinclair, grandson of the founder of the Outlet Co., and executive of the broadcast properties. Mr. Sinclair claimed that he could have secured a bid of $122.50 per share. Mr. Sinclair is due to inherit the bulk of the estate in three years, when he reaches 40. This came about with the death of his mother earlier this month.

The legal proceedings thus far have involved only the preliminary injunction. A new full hearing is required if Mr. Sinclair wants to make the injunction permanent.

There is also some question, apparently, as to the validity of the sale contract. A clause permitted either party to void the contract up to July 21. Although no action was taken, there is some conflict about the meaning of this clause after that date.

FCC votes 4-3 on KHOU-TV renewal

The FCC moves in mysterious ways sometimes.

Last week the Commission approved, by a 4-3 split vote, the license renewal of KHOU-TV Houston, Tex. This is one of the Corinthian stations and no one even knew that the renewal was in question. Seems the Galveston Chamber of Commerce sometime ago complained to the FCC that KHOU-TV was slighting Galveston in its programming. KHOU-TV once was KGUL-TV, assigned to Galveston. The FCC staff compared programming information in renewal application with Galveston Chamber's complaint, and judged it had no substance. Under regular procedure, however, it bucked the renewal up to Commission level.

Majority of FCC accepted staff's judgment; three dissenters—Comrs. Robert T. Bartley, Frederick W. Ford and John S. Cross—thought Commission ought to write to station giving gist of complaint and ask for the station's version. The majority felt information was already in the renewal application and answered the complaint.

KHOU-TV's present license expires July 31.

U.S. Chamber urges interstate tax limit

The U.S. Chamber of Commerce last week recommended that Congress approve legislation which would prohibit states from taxing income of companies not maintaining a place of business within the taxing state.

Testimony to this effect was given by the Chamber's John Dane Jr. before the Senate Finance Committee, which conducted hearings last week on three bills exempting interstate firms from state taxation when their business

"Listen to this, Bill", said the WeeReBeL as he sat on the desk to chat with Bill Hinman, Lambert & Feasley, Inc., New York.

Have you heard what the WeeReBeL said to Lambert & Feasley?

"We're a combination hard to beat..."

Metropolitan Columbus, Georgia is the *25th market* in the U. S. for per family income ... over a million people can watch *us* in our 47 county coverage area ... WRBL-TV and WRBL Radio are the stations that consistently pay off for advertisers. CALL HOLLINGBERY for top ratings, rate details ... package plans ... market data ... programming information ... penetration data ... and *prime availabilities.*

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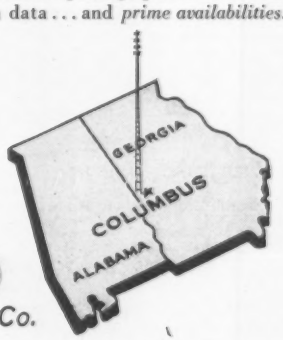
Represented by George P. Hollingbery Co.



My Mommy Listens to KFWB

Use Pulse. Use Hooper. Use Nielsen. All three rate KFWB #1 in total audience in the L.A. area. Buy KFWB . . . first in Los Angeles. It's the thing to do!

Channel 98 — my mommy listens to KFWB

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Represented nationally by JOHN BLAIR & CO.

HITLER WAS RIGHT!

Bradford R. Hitler, consultant to WVET Radio in Rochester on matters of race prejudice, has come out against the 100-yard dash, and we think he's right. This event will not be broadcast in any track and field meet we may cover. We will, however, carry not only MONITOR, but will become the first station in the nation to offer MERRIMAC when we join the NBC Radio Network on August 1, 1959.

NAT'L REPS: THE BOLLING CO.

within a state is limited to sales and other marketing activities. The Supreme Court has ruled that a state may tax that portion of the income of companies operating in interstate commerce which is derived from the taxing state (BROADCASTING, March 2).

Mr. Dane, a Boston tax attorney and chairman of the Chamber's taxation committee, said that the urgent need is to bring a measure of certainty into the tax liability of interstate corporations. "So long as every corporation selling outside of its state is in doubt of its . . . liabilities, a serious restraint is being imposed on the development of the American economy," Mr. Dane stated.

Reasons Why • He made these specific points in urging Senate approval of the intent of the pending bills:

(1) Such legislation would go a long way toward eliminating the interstate tax dilemma of small and medium companies having a permanent place of business in only a few states.

(2) The risk of taxation on more than 100% of a company's income would be greatly reduced. Such excessive taxation could come about through lack of uniformity in tax laws of individual states.

(3) Such legislation would not conflict with the Supreme Court decision as both firms involved (neither related to broadcasting) in the court's ruling had an office in the taxing state.

The committee heard testimony on the bills from senators and several other witnesses, none connected with broadcasting or related businesses.

A special House Judiciary subcommittee, headed by Rep. Edwin E. Willis (D-La.), plans to hold hearings on the same state taxation subject in "late fall," a spokesman said last week. Several bills prohibiting a state from taxing interstate commerce also are pending in the House, the latest of which (HR 8336 by Rep. H. Allen Smith [R-Calif.]) was introduced last week.

Fm weather service advocated by Green

A new kind of fm service has been proposed by Sen. Theodore F. Green (D-R.I.). He suggests that a nationwide network of fm stations, to be operated by the U.S. Weather Bureau, be established to broadcast weather forecasts and storm warnings on a 24-hour a day schedule. The fm network would also be used for civil defense announcements in national emergencies.

In describing his proposal, Sen. Green said, "The annual national economic loss to our citizens resulting from inadequate dissemination of storm warnings and forecasts is staggering, and some corrective action should be taken by Congress without further delay." The Rhode Island senator has been advocating improved storm warning services since 1954 when several tropical hurricanes devastated sections of New England.

In a letter to FCC Chmn. John E. Doerfer, Sen. Green inquired about procedures involved in assigning the necessary fm frequencies to the Weather Bureau. He also indicated that hearings may be necessary to establish regional needs for the fm weathercasts and to determine where and when the proposed stations should be established.

The senator said manufacturers of portable transistor radios have indicated that fm receivers, not larger than a pack of cigarettes, might later be produced at very low cost if public interest in the proposed weathercasts becomes great enough.

WAFB-TV goes vhf

A second vhf tv operation for Baton Rouge, La., was authorized last week, less than two months after the FCC deleted ch. 9 from Hattiesburg, Miss., and assigned it to Baton Rouge. (BROADCASTING, June 8).

WAFB-TV, now on ch. 28 was granted a special temporary authorization to switch to ch. 9. The temporary authorization will remain in effect until the Commission takes final action on applications for regular operation on the vhf channel. WAFB-TV and Community Broadcasting Co., licensee of WIBR Baton Rouge, have applied for regular operation on ch. 9.

In granting the special temporary operation, the FCC said WAFB-TV would receive no effect or preference in any comparative hearing because of expenditure of funds as a result of its temporary operation. Comr. John S. Cross dissented in the action, which was opposed by WIBR.

Microwave rule

The FCC last week made part of its rules a policy of long standing concerning specialized microwave common carrier companies. It amended Sec. 21.709 to require information concerning the financial interrelationships between common carriers which pick up tv signals and deliver them to community tv systems and the catv systems which are their customers. This information will be used, the FCC said, not only in judging original applications, but also at renewal times.

There are about 50 microwave systems furnishing common carrier service to about 100 cable companies. All their licenses expire Feb. 1, 1961. Renewals will be for the regular five year period.

How much is "public power" costing the people of your state?

Every American is taxed to pay for federal "public power," and the cost to people in your state has run into the millions.

Federal government electric power systems have already cost the nation's taxpayers $5½ billion. The list on the right shows about how much of this has been collected in each state.

If the "public power" lobbyists succeed in their plans for getting the government still deeper into the electric business, the cost will soar to $15½ billion. The cost to your state will be almost *tripled*.

Yet this spending for more and more "public power" is completely unnecessary. America's hundreds of independent electric light and power companies are ready and able to provide all the low-price electricity the nation needs—*without* depending on taxes.

These companies have doubled the supply of electricity in the past 10 years, and will double the present supply in the next 10.

Federal "public power" keeps growing because most people don't realize they are paying for it. But informed Americans can stop it.

Will *you* help spread the word?

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

Company names on request through this magazine

ALABAMA	$ 51,700,000
ARIZONA	28,600,000
ARKANSAS	24,200,000
CALIFORNIA	564,850,000
COLORADO	52,250,000
CONNECTICUT	123,750,000
DELAWARE	32,450,000
DIST. OF COLUMBIA	36,300,000
FLORIDA	125,950,000
GEORGIA	68,750,000
IDAHO	14,300,000
ILLINOIS	400,400,000
INDIANA	132,000,000
IOWA	63,800,000
KANSAS	51,150,000
KENTUCKY	57,200,000
LOUISIANA	67,100,000
MAINE	23,100,000
MARYLAND	103,400,000
MASSACHUSETTS	194,150,000
MICHIGAN	273,900,000
MINNESOTA	90,750,000
MISSISSIPPI	23,100,000
MISSOURI	127,050,000
MONTANA	16,500,000
NEBRASKA	35,750,000
NEVADA	11,550,000
NEW HAMPSHIRE	17,600,000
NEW JERSEY	232,100,000
NEW MEXICO	19,250,000
NEW YORK	752,400,000
NORTH CAROLINA	72,050,000
NORTH DAKOTA	10,450,000
OHIO	338,800,000
OKLAHOMA	50,050,000
OREGON	50,050,000
PENNSYLVANIA	396,550,000
RHODE ISLAND	30,800,000
SOUTH CAROLINA	33,000,000
SOUTH DAKOTA	12,100,000
TENNESSEE	63,250,000
TEXAS	235,400,000
UTAH	19,250,000
VERMONT	9,900,000
VIRGINIA	91,300,000
WASHINGTON	85,250,000
WEST VIRGINIA	41,800,000
WISCONSIN	114,400,000
WYOMING	9,350,000

Amounts (to nearest $50,000) figured on the percentage of all federal taxes collected in each state. Current tax collections used as basis.

SEC. 315 BILLS NEAR TO VOTE

Equal time amendments exempting news rouse fears of radio-tv 'discretion'

The House Commerce Committee last Wednesday (July 22) joined its Senate counterpart in approving a bill amending Sec. 315 of the Communications Act—but not before three separate sessions of closed-door debate which caused concern among Washington industry representatives.

A thrice-changed version of HR 7985, originally introduced by Chairman Oren Harris (D-Ark.), finally was approved in a form recommended by Rep. John Moss (D-Calif.). The favored language:

"Appearance by a legally qualified candidate on any bona fide newscast (including news interviews) or any on-the-spot coverage of news events (including but not limited to political conventions and activities incidental thereto) where the appearance of a candidate on such newscast, interview, or in connection with such coverage is incidental to the presentation of news, shall not be deemed to be use of a broadcasting station within the meaning of this subsection."

Final vote on reporting this language was 25-1, with one member voting "present" and seven members absent. However, it was pointed out that this is not an indication of all-out approval by those who voted to report the bill, with several members reserving the right to object on the floor. As one member put it:

"We are afraid of what doors might be opened in giving broadcasters the right to decide what candidates make news." While he said he voted to report HR 7985 to the floor, he still had strong reservations as to whether the bill should become law. Several other members were reported to have the same misgivings and this is borne out by the lengthy debate of the committee.

Rep Moss' amendment replaced language which would exempt "apearance by a legally qualified candidate on any newscast (including news interviews) or any on-the-spot coverage of newsworthy events." This language, itself, constituted an earlier amendment to the Harris bill deleting "panel discussions or similar type programs" approved by the Communications Subcommittee (BROADCASTING, July 13).

Intent Same • Rep. Harris said there is "virtually little difference as to intent" between the Moss amendment and the bill as approved by the subcommittee. "I think it is not as limiting now to broadcasters," he said, and that the bill will place Sec. 315 back to where it stood before the FCC's decision that candidates are entitled to equal time on newscast.

Also last Wednesday, Sen. John Pastore (D-R.I.) introduced the bill (S 2424) approved by the Senate Commerce Committee two weeks ago (BROADCASTING, July 20). This bill exempts "any newscast, news interview, news documentary, on-the-spot coverage of news events or panel discussion" from Sec. 315. It also provides for a three-year congressional study of the exemptions to determine if broadcasters have been abusing the granted exemptions. The House bill does not contain this provision.

Committee Chairman Warren Magnuson (D-Wash.) said Thursday that he has discussed the equal time bill with Sen. Mike Mansfield (D-Mont.), majority whip, and that "we expect to bring the bill to the floor of the Senate [this week] and pass it. . . . Time is of the essence in getting the bill passed."

Temptation • In an accompanying report, the Senate committee stated: "The committee is not unmindful that the class of programs being exempted from the equal time requirements would offer a temptation as well as an opportunity for a broadcaster to push his favorite candidate and to exclude others. That is a danger. The committee clearly recognizes this to be a definite obstacle but feels that the alternative to standing pat and maintaining status quo could lead to a virtual blackout in the presentation of candidates on the news-type programs."

Because of this "pitfall," the report stated, the provision for a close study was included to "serve as a warning to all broadcasters that the discretion being granted them and the manner in which they employ it will be carefully screened."

In a separate statement included in the report, Sen. Vance Hartke (D-Ind.) said he felt "very strongly that the need remains" for Congress to define qualified candidates and to exempt broadcasters from political libel. Sen. Hartke's bill, S 1858, contains both of these provisions in addition to the committee-approved exemptions.

WNBC (TV) sale hit

WHYN-TV Springfield, Mass. (ch. 40) last week asked the FCC to designate for hearing the proposed sale by NBC of WNBC (TV) New Britain, Conn. (ch. 30), to Connecticut Tv Inc., one-third owned by WWLP (TV) Springfield (ch. 22), WWOR-TV Worcester (ch. 14) and WRLP (TV) Greenfield (ch. 32), all Massachusetts. The proposed sale of WNBC and WKNB New Britain for $1.04 million was filed last month (BROADCASTING, June 29).

WHYN-TV said it competes with WWLP and that joint ownership of WNBC and WWLP, WWOR-TV and WRLP will create an overlap which violates FCC rules, adding that there would be a "presumption" of "package rates" by the WNBC-WWLP group.

Hawaiian petitions against KPOI denied

The FCC has denied a joint petition by KPOA and KULA, both Honolulu, which had requested revocation of the license of another Honolulu outlet, KPOI (BROADCASTING, June 22, *et seq.*). Charges leveled against KPOI (formerly KHON), which were answered in a subsequent KPOI opposition document, involved veteran broadcaster John D. Keating and alleged violations of FCC rules and policy.

The KPOA-KULA petition pictured Mr. Keating as the man behind the KPOI ownership scene through his relationship with WINS New York Manager Jock Fearnhead, who purchased KPOI this spring for $125,000. Mr. Keating, at that time owned 25% of WINS.

Changes in Mr. Keating's broadcast interests were granted by the Commission last week. In a stock transaction, Mr. Keating acquired sole ownership of KDAY Santa Monica, Calif., while partner J. Elroy McCaw acquired sole ownership of WINS New York. There will be joint ownership of KALA (TV) Wailuku and KONA (TV) Honolulu, both Hawaii. KONA had been another factor in the KPOA-KULA attack on KPOI. Mr. Keating will be employed as a consultant to WINS for 80 months at $1,000 per month.

WTOH-TV wants ch. 5

WTOH-TV Toledo (ch. 79 permittee) last week asked the FCC to start rule-making to drop in ch. 5 there and give that station special temporary authority to operate it. The proposal would involve switching ch. 5 at Cleveland with ch. 12 in Erie and would result in a minimum co-channel separation of 130 miles for ch. 5, WTOH-TV said. WTOH-TV said it is afraid to build a ch. 79 station because of competition from Toledo vhfs WTOL-TV (ch. 11) and WSPD-TV (ch. 13). The proposal includes show-cause orders to WEWS (TV) Cleveland (ch. 5) and WICU-TV Erie, Pa. (ch. 12).

There's a world of difference between just taking a picture and that "quality touch" possessed by the photographer who paints with the magic of the lens.

This same quality reflection is also apparent in the operations of today's better radio and television stations.

WFAA

radio & television

dallas

BROADCAST SERVICES OF THE DALLAS MORNING NEWS ■ EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

THE LAST DAYS OF FIRESTONE

Sponsor tells FCC of network troubles, but says it considers incident closed

The Firestone Tire & Rubber Co. was once offered first sponsorship of a new ABC property—*Disneyland*, but turned it down because the management of the Akron, Ohio, tire company was wedded to the *Voice of Firestone*.

This, and other tidbits on the recent rocky road of the 31-year-old concert music radio and tv program, was put into an FCC record last week by Charles B. Ryan, Firestone director of merchandising and advertising.

Mr. Ryan testified last week in Washington before FCC Chief Hearing Examiner James D. Cunningham in the Commission's investigation of tv network programming practices. Three weeks ago the investigation heard advertising agency executives in New York tell their experiences with tv networks (BROADCASTING, July 13).

In addition to Mr. Ryan, whose testimony made up the bulk of the one-day hearing, others who appeared were Alfred J. McGinness, manager of national advertising; Joseph H. Thomas, vice president and general counsel, and Howard Barlow, longtime musical director of the *Voice of Firestone*.

The Firestone executive noted that the company had not initiated the investigation but was appearing under FCC order. "We have no ax to grind with any network," he added. "We have most cordial relations with the networks."

Disneyland Offer by Kintner • The *Disneyland* offer was made in 1954 by Robert Kintner, then ABC president, when ABC made a presentation to move the *Voice of Firestone* to that network. This was after NBC preempted the Monday 8:30-9 p.m. time slot which had been occupied by the Firestone program since 1928.

Mr. Kintner, according to Mr. Ryan, offered Firestone "first crack" at the then new program. Mr. Ryan said he was interested, but Firestone's management was adamant that the *Voice of Firestone* should be continued—and in prime time.

ABC agreed to give Firestone the historic Monday night half-hour, with only one condition, Mr. Ryan said: a non-cancellable, 52-week contract each year.

Firestone continued in this time period until the 1957-58 season when it signed a 39-week contract.

It lost the Monday night time in the 1958-59 season when ABC put *Bourbon Street Beat* into the 8:30-9:30 p.m. slot.

The *Voice of Firestone* began on NBC Radio in 1928, Mr. Ryan recounted and remained in the Monday night 8:30-9 p.m. time period until June 1954. Firestone invested $40 million in the program, Mr. Ryan said.

In 1943 Firestone sponsored *Telenews* on NBC-TV and in 1948 it sponsored *Americana*, also on NBC-TV. In 1951 it put *Voice of Firestone* on tv, following the signing of an agreement between the American Federation of Musicians and the network on the use of live music on tv. The Firestone program went into a Monday night 8:30-9 p.m. period.

Godfrey 'Clobbering' Voice • It remained in this period until 1954, Mr. Ryan said. In that year, Sylvester L. (Pat) Weaver, NBC president, told the company that it would have to vacate the period for the upcoming *Sid Caesar Show*, Mr. Ryan recalled, because it was being "clobbered" by Arthur Godfrey on CBS. No comparable prime time was offered, Mr. Ryan said, because Mr. Weaver felt *Voice* was a low-rated show. Various other time periods were offered, Mr. Ryan said, including 30-36 weeks free on Sunday afternoon. NBC also offered Firestone the co-sponsorship of the *Sid Caesar Show*.

Mr. Ryan said he told Mr. Weaver and Robert Sarnoff, then vice president of the NBC, that he was "astonished, shocked and disappointed" at their action in removing the *Voice of Firestone* from its regular time period.

He said that he had assumed that Firestone had a firm reservation for the Monday night period on NBC because, he said, Niles Trammell, NBC president in the early days of television, had assured the company that by getting into tv early it could ensure use of the time slot.

Inherent Right • Mr. Ryan said Firestone felt it had an "inherent right" to the Monday night period "on a historical basis, an investment basis, contribution to good balanced tv programming and also because we ourselves had developed the 90-station live network rather than NBC and had made a very considerable investment in that and also because of the commitments of Niles Trammell. . . ."

Both Mr. Ryan and Mr. McGinness took issue with NBC's attitude that the *Voice of Firestone* was a low-rated show. Mr. Ryan said that in 1950 Firestone hired the Psychological Corp. to check its radio audience. This survey of 10,000 interviews, Mr. Ryan said, showed that 19.2% said they listened regularly and 35.6% said they listened occasionally.

Mr. McGinness told of receiving 100,000 requests for a reprint of a Voice of Democracy speech presented by one of the winners in 1959 on the *Voice* program. Mr. McGinness stated that this convinced him that "Nielsen and other rating services are inadequate. . . ."

MR. RYAN MR. MCGINNESS MR. THOMAS MR. BARLOW

Voices of Firestone that bared their story to the FCC

Daly buckshotting equal time requests

Candidate Lar Daly was back before the networks again last week demanding equal time—and getting turned down.

He asked NBC for time equal to that devoted to Sen. Hubert Humphrey (D-Minn.) on *Today* July 17 (BROADCASTING, July 20) and to New York Gov. Nelson Rockefeller July 19 on *Meet the Press*, alleging both are Presidential candidates. NBC officials turned him down on both counts on the grounds neither are officially candidates.

He also sent a letter to Mutual President Robert Hurleigh serving notice he would demand equal time if Sen. Humphrey appeared on Mutual's *Reporters Roundup* as scheduled yesterday (July 26). Mutual spokesmen said Thursday that the letter had not been received, but that any such demand would be refused on the ground that Sen. Humphrey has not announced his candidacy. They also noted that Mr. Daly had been interviewed on Mutual last week and had warned that Vice President Richard Nixon is a candidate for President, and that broadcast remarks by Mr. Nixon concerning his current visit to Russia could also be the basis of equal-time demands.

Mr. Daly, interviewed on Mutual's *The World Today* Thursday, said he definitely is a candidate for the Presidency but "I haven't decided yet for what political party."

McCarthy Irked • Sen. Eugene McCarthy (D-Minn.), prime pusher of Sen. Humphrey for President, was more than a little piqued at CBS last week for canceling the latter's appearance on *Face the Nation* (BROADCASTING, July 20). Cosponsor of legislation to amend Sec. 315, Sen. McCarthy said "if this CBS ruling is an indication of the manner in which radio and tv stations are interpreting existing laws, I am of the opinion no attempt in clarification would be effective."

He called for a "full-scale" Senate investigation of the CBS decision prior to any action on amending the equal time law.

Beaumont grant near

The FCC last week tentatively approved the grant of ch. 12 in Beaumont, Tex., to Tv Broadcasters Inc., which once operated ch. 31 Beaumont as KBMT (TV). The proposed grant, if made final, would reverse Examiner Charles J. Frederick's initial decision last Aug. 11 which favored Brown Telecasters Inc. The third applicant was KPBX Broadcasting Co., which operates KJET Beaumont. Two on-the-air vhf outlets in Beaumont are KFDM (TV) (ch. 6) and KPAC-TV (ch. 4).

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EX PARTE: ITS DEFINITIONS

Depends on who you are, Dirksen says, leading opposition to ABA reform bills

A Senate subcommittee held three days of hearings last week on two administrative procedure bills, one designed to outlaw backdoor contacts with the FCC and other agencies, and the two-man majority was "startled" when the lone Republican member expressed his views on unofficial conversations with the agencies.

Senate minority leader Everett Dirksen (R-Ill.) during testimony last Wednesday (July 22) told his colleagues to "look at the practical aspects of the matter." He said that he has in the past and will continue to contact members of government departments and agencies whom he knows personally. "That is the most natural thing in the world," Sen. Dirksen said.

He also discussed advantages of Washington's cocktail parties in meeting and cultivating contacts.

Sen. Dirksen made these observations during hearings of the Judiciary Subcommittee on Administrative Practice & Procedure. The three-man body is chaired by Sen. John Carroll (D-Colo.), with freshman Sen. Philip Hart (D-Mich.) the remaining member.

The subcommittee was taking testimony on S 2374, an American Bar Assn. proposal which makes it a crime to make improper *ex parte* contacts or representations to commissioners and hearing examiners, and S 600 which establishes an office of Federal Administrative Practice.

Democratic Support • Following his criticism of the day before, Sen. Dirksen attacked S 2374 Thursday on the Senate floor and received the support of three Democratic colleagues. "Are we to be put on the carpet because we represent our constituents, make inquiries and find out what the status of matters is?" the Illinois Republican asked. He continued:

"I go to parties like anybody else. I might see the commissioner of this agency or that agency at some party. I guess at times I have asked about certain cases. . . . Is there anything so heinous or horrendous about that? Until there is a mandate in the law . . . which says it is wrong and that I will be put in jail for doing it, I am going to continue to do so." And, he emphasized if such a law is passed, "I shall have outlived my usefulness in the public life."

Sens. Warren Magnuson (D-Wash.), Mike Mansfield (D-Mont.) and Herman Talmadge (D-Ga.) agreed in essence with Sen. Dirksen's statement. Sen. Mansfield said that he felt "no compunction at all about calling agencies downtown."

Earlier at the hearings, several witnesses often referred to FCC actions in stressing the need for corrective legislation. Also frequently pointed out was that "no one would dare" to approach a judge.

Sen. Paul Douglas (D-Ill.), the lead-off witness, said he is not sure S 2374 goes as far as is desired. "I am not entirely convinced that rulemaking proceedings should not be subject to the same prohibitions" as adjudicatory proceedings, he said. "There are adversaries in rulemaking proceedings, as there are in quasi-judicial proceedings, and the public interest is in dispute as compared with those private interests which are being pushed by skilled practitioners. Why then should not the searchlight of publicity be directed as much upon the rulemaking as upon the quasi-judicial proceeding?"

The senator said that the likelihood of public scrutiny tends to frighten away any evil-doer who may desire to corrupt. "The basic American sense of fair play demands," he said, "that both sides be given an equal chance to present their points of view."

Justice Views • Robert A. Bicks, head of the Justice Dept. Antitrust Div., urged that any attempts to make off-the-record contacts be grounds for total disqualification of the guilty applicant. Limiting his testimony to S 2374, Mr. Bicks quoted liberally from legal briefs and court decisions.

He said the Justice Dept.'s position on *ex parte* pleas was made very clear in its brief with the FCC in the Miami ch. 10 case (Justice recommended disqualification of three of the four applicants). According to the witness, the ABA bill is far from clear on what type of agency proceeding a ban on *ex parte* contacts should cover. "We urge that the need for fairness . . . cannot turn on whether the label rulemaking or adjudication be applied," Mr. Bicks said.

Mr. Bicks said the recent court of appeals decision in the Sangamon Valley case (ch. 2 Springfield, Ill.-St. Louis) stating that private approaches to commissioners "vitiated" the FCC action should be included in any approved legislation.

Justice said that any bill should not rely on criminal sanctions because of the "insurmountable problems of proof beyond a reasonable doubt. Any applicant that seeks favored treatment through *ex parte* pleas to commissioners must be unmistakenly told that the

FCC splits 'ex parte' hair

The FCC is going to draw a fine line between two types of rule-making proceedings—and bar *ex parte* representations in one of them.

One will be the usual, regular, overall rule-making and the other one in which "special consideration" is required.

The regular rule-making will continue as it does now. The Commission said that it may consider any information that might be available to it before final action is taken.

But, in the second instance—the "special consideration" one—the Commission said that it would make its decision only on the record. It added, however, that it may consider relevant information coming to its attention before the issuance of the rule-making notice. Involved here, it is understood, will be cases where there are conflicting claims to a valuable privilege.

The revision of the long-standing practice was announced last week in a notice of proposed rule-making to amend Sec. 1.212-1.218 of the Commission's rules. Comments on the proposals are due August 24, with replies due 10 days later.

The move was made necessary, it was explained, by the opinion of the U.S. Court of Appeals in the Sangamon Valley case, issued last May. In this case, involving the Commission's move of ch. 2 from Springfield, Ill., to St. Louis and the concurrent change of the Springfield station to a uhf channel and of KTVI (TV) St. Louis to ch. 2, the court raised its eyebrow at what it termed "private conversations" between Harry Tennenbaum (KTVI co-owner) and FCC commissioners. The off-the-record approaches were first made public by the House Legislative Oversight Committee.

Current practice before the FCC bars all *ex parte* conversations with commissioners or staff in adjudicatory cases (where two or more applicants are seeking a grant), but does not forbid this type of off-record representation in rule-making cases.

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doors of the agency are closed to him," the Justice spokesman said.

John F. Cushman, director of the Justice Dept.'s office of administrative procedure, said that his office "can and does perform useful functions" and that it would be a step backward to abandon it. His present office, he said, is charged with seven of the nine duties outlined for the proposed new body in S 600.

"As long as the operation is run on a relatively small scale, there are a number of advantages in retaining the present set up," he said. Mr. Cushman's office, with a five-man staff (including the director), was established in December 1956 following a recommendation made by the second Hoover Commission

Some Rulemaking Too • Donald C. Beelar, partner in the Washington law firm of Kirkland, Ellis, Hodson, Chaffetz & Masters, presented the principal ABA case for passage of S 2374. He is chairman of the association's special committee on the Federal Administrative Practice Act and immediate past chairman of the section of administrative law.

He said that some agency rulemaking proceedings should fall under S 2374 and cited the Sangamon Valley tv case. "This proceeding, although rulemaking in form, was a controversy between particular individuals with regard to a specific television assignment and it was certainly adversary in character," Mr. Beelar said.

In such cases, he pointed out, the FCC would be required to announce at the beginning of the proceeding whether the case falls under the *ex parte* rules. "We in the American Bar Assn. . . . believe that S 2374 represents the minimum of a legislative program for dealing effectively with the problem of influence and pressures," Mr. Beelar said.

John D. Randall, president-elect of the ABA, said that "conditions are ripe" for enactment of legislation outlawing backdoor pressures. "If the agencies are to continue their courtlike functions, we must adopt legislation which will adequately protect the integrity of these agency hearing proceedings," he said.

Three other witnesses, John B. Gage, Ashley Sellers and C. Frank Reifsnyder, testified for ABA on behalf of the two bills under consideration.

Justin N. Feldman of the New York City Bar Assn., speaking in favor of the bill to set up an administrative practice office, said it is "abundantly clear" that there should be a centralized office to coordinate the activities and the dissemination of information under the Administrative Procedure Act. "There is no other way . . . by which we can obtain the required degree of uniformity throughout the Executive Branch with respect to the appointment and assignment of hearing commissioners . . . and the admission to and control of practice before such agencies," he said.

Representing the Federal Trial Examiners Conference, Joseph Zwerdling said that body "strongly supports the creation of an independent Office of Federal Administrative Practice."

The hearings were recessed following Thursday's session subject to the call of the chair.

KPDQ gets stay of KPAM transfer

The FCC has entered the battle between two religious broadcasters in Portland, Ore.

The Commission granted a protest by John W. Davis, licensee of religious-programming KPDQ Portland, to the extent of postponing last May's sale grant of KPAM and KPFM (FM) Portland, pending an evidentiary hearing. The Commission further ordered the two stations to be returned to their sellers within 30 days. KPAM-KPFM were sold by Stanley M. Goard and others to Gospel Broadcasting Co. (45% owned by Baptist minister F. Demcy Mylar, 20% by Emil Boesch, and others) for $200,000. The FCC granted the sale wtihout a hearing (BROADCASTING, May 25).

KPDQ is fighting the KPAM-KPFM transfer on grounds of "economic injury." KPDQ has claimed it would suffer financial injury in loss of advertising and commercial religious programs and other sources of revenue. KPDQ has charged, among other things, that the KPAM service area overlaps the service area of KRWC Forest Grove, Ore., owned 50% by Mr. Mylar.

Sports bill hearing

National Football League Comr. Bert Bell and other spokesmen for that sport will be the lead-off witnesses when Senate hearings begin tomorrow (Tuesday) on two bills giving professional team sports antitrust exemptions (BROADCASTING, July 20).

The hearings, scheduled to run four days, will be held by the Antitrust Subcommittee of the Senate Judiciary Committee. Sen. Estes Kefauver (D-Tenn.), sponsor of one of the bills (S 886), is chairman. The other measure, S 616, gives much broader exemptions, including a blackout of radio-tv sports, and is co-sponsored by three senators. The Kefauver version would leave a possible sports blackout up to the FCC.

On Wednesday (July 29) Baseball Comr. Ford Frick and other baseball

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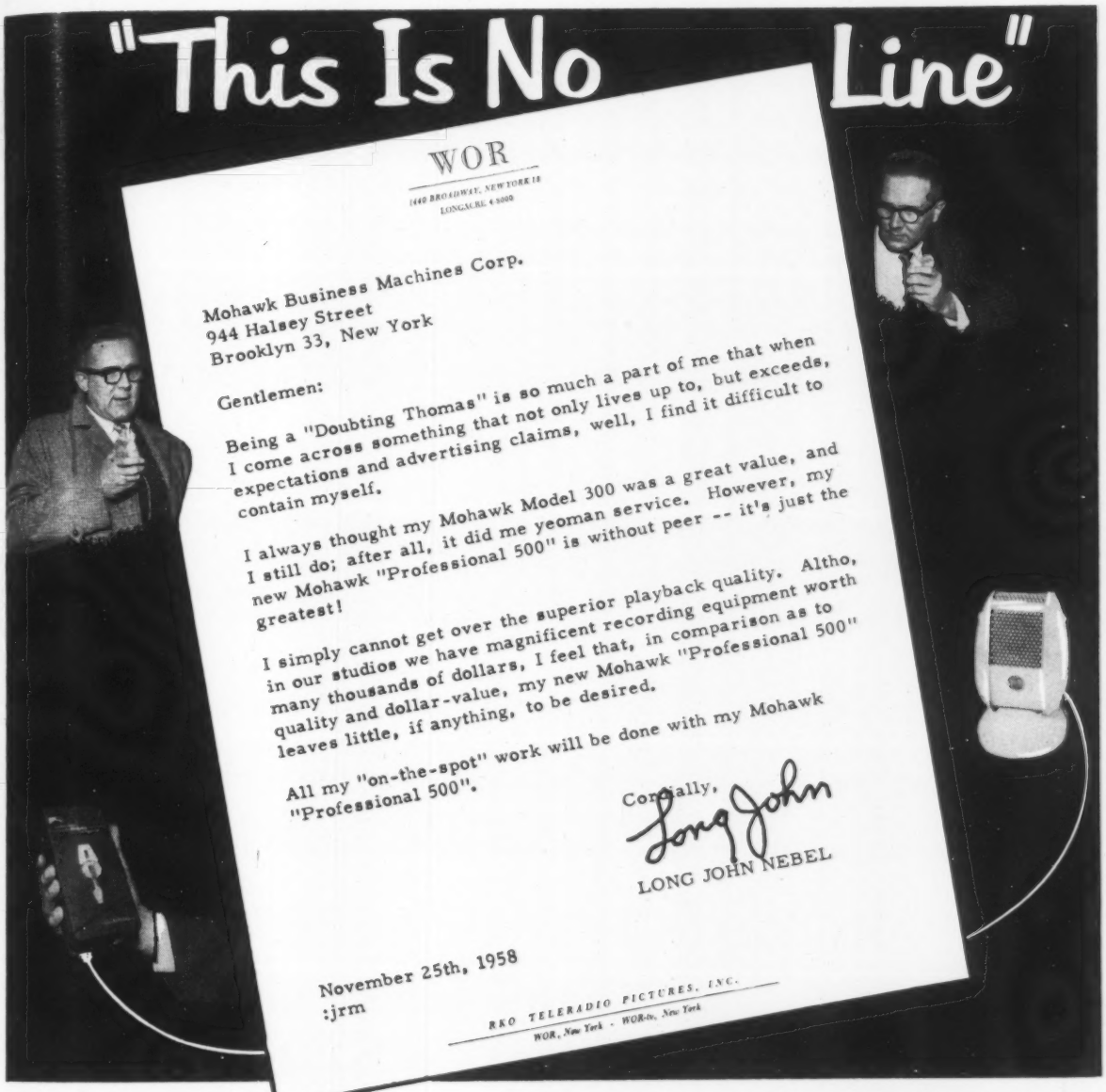

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figures will testify. Thursday's witnesses will include Baltimore Oriole Manager Paul Richards and Earl Mann, president of the Atlanta Crackers, while William Shea and Branch Rickey, proponents of a third major league, are scheduled to testify Friday.

Mr. Mann has put his Atlanta Crackers up for sale, because of lack of attendance. He charged that major league clubs do not realize what they are doing to minor league teams with telecasts into the minors' territories.

The hearings will begin at 10 a.m. each morning in Rm. 318 of the Old Senate Office Bldg.

CH. 5 BRIEFS
Revocation urged in Boston tv case

Two more briefs by participants in the court-remanded Boston ch. 5 rehearing were filed by last Thursday (July 23) and three others were scheduled to be filed the next day (July 24).

The *Boston Globe*, intervenor, filed on Tuesday and applicant Greater Boston Tv Corp. on Thursday. Allen B. DuMont Labs, Massachusetts Bay Telecasters Inc. and WHDH Boston, all applicants, and the Justice Dept., as *amicus curiae*, were to file Friday.

GBT asked disqualification of WHDH and MBT and a demerit against DuMont and held two former FCC members (George C. McConnaughey and Richard A. Mack) should have disqualified themselves from voting in the April 1957 grant to WHDH. DuMont urged disqualification of all three other applicants or that their contacts with FCC members be considered as comparative factors against them, also holding Comrs. McConnaughey and Mack should have been disqualified. The *Globe* also said the two former FCC members should have not voted. WHDH felt the 1957 grant to it should not be set aside. FCC's Office of General Counsel filed the previous week (BROADCASTING, July 20).

The briefs were filed on orders of Special Examiner Horace Stern, who held hearings last February in the court-remanded proceedings. The rehearing had been delayed pending the end of the Mack-Whiteside criminal trial.

Briefs available by last Thursday:

Greater Boston Position • Greater Boston asked revocation of the ch. 5 grant and "absolute disqualification" of WHDH and Massachusetts Bay Telecasters Inc. as applicants because they "improperly attempted to influence the FCC decision." GBT said that while DuMont should not be disqualified, the fact that Dr. Allen B. DuMont and Mr. McConnaughey lunched together during the adjudication period should reflect adversely against DuMont from a comparative standpoint.

GBT held Mr. McConnaughey should have disqualified himself whether or not his vote was decisive because he was subjected to "improper influences," because his influence on other FCC members cannot be determined and because he "misrepresented" to other FCC members the status of a Justice Dept. probe of antitrust charges against the *Boston Herald Traveler* (WHDH).

Greater Boston charged WHDH President Robert Choate with being "less than candid" and "deliberately evasive" in testifying before the House Oversight Subcommittee and the FCC rehearing about his luncheons with Mr. McConnaughey. The luncheon meetings, GBT continued, could be considered as *per se* evidence of culpability.

GBT also held that contacts by MBT Vice President-Director Forrester A. Clark with a number of highly-placed Washington officials and with Mr. McConnaughey—done at the direction of

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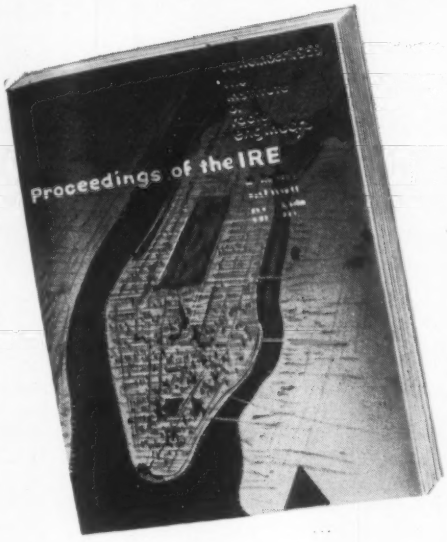

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The Physics of Infrared, by Dr. Lewis E. Larmore.

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MBT's board—also were improper.

DuMont's Stand • Allen B. DuMont Labs urged that all three of the other applicants be disqualified from further competition for ch. 5 and that the grant to WHDH be set aside and award of the Boston tv facility be made to DuMont, the only applicant whose "hands are clean."

DuMont said if the other three applicants are not disqualified their actions should be considered against them on a comparative basis.

DuMont charged Mr. McConnaughey with being "prejudiced." The best evidence of this, DuMont said, was his "unaccountable distortion" of the status of the Justice Dept.'s probe of antitrust charges against the *Boston Herald Traveler* (WHDH) by making an "erroneous" report to other FCC members, which, DuMont said, "undoubtedly" resulted in an earlier decision and one which favored WHDH.

Mr. Mack should have disqualified himself because of his acknowledged bias in favor of making tv grants to newspapers, DuMont said, adding that it is "impossible" to consider the Mack-Whiteside criminal trial without concluding that contacts with Mr. Mack affected his judgment and his participation with fellow FCC members in the ch. 5 case.

WHDH's Answer • WHDH held the ch. 5 grant to it should be allowed to stand. The *Boston Herald Traveler* subsidiary said WHDH President Robert Choate and former FCC Chairman George C. McConnaughey met three times, once casually at a rival station affair in Boston and twice in Washington at luncheons. At no time were the merits of the ch. 5 case discussed, WHDH said.

WHDH's brief said opponents' suggestions that any meeting at all between applicants and commissioners during adjudication is improper are "too fanciful to discuss." The FCC has always recognized the value of "broad contacts" with the "industry," WHDH said.

The WHDH brief said there are "deep and fundamental" differences between FCC member contacts with those it regulates and the judge-litigant relationship eschewed by the courts. The FCC is not a court and its members are not judges, the brief said. The FCC's "open door policy" is traditional and has promoted its historic mandate: "wider and more effective use of radio," WHDH maintained.

If it were assumed Mr. McConnaughey should be disqualified, then all FCC members then should be disqualified for giving audience to *Globe* representatives, WHDH said.

Any contention WHDH should be disqualified is untenable in view of Judge Horace Stern's failure to recommend absolute disqualification of Public Service Tv Inc. in the Miami ch. 10 case, WHDH said.

The brief said all applicants (and the *Globe*) contacted FCC members directly or indirectly and that if all conversations with commissioners during adjudication are to be considered, these contacts cannot be ignored. WHDH felt that *Globe* officials had acted as "emissaries" for GBT and that DuMont and MBT had made direct contacts with Mr. McConnaughey.

Globe in Same Tenor • The *Boston Globe* held that Messrs. McConnaughey and Mack should have disqualified themselves from voting.

The *Globe*, asking for a new decision "free from suspicion," held that Mr. McConnaughey allowed winning applicant WHDH and Massachusetts Bay Telecasters Inc. to make off-the-record presentations before the award and became prejudiced in favor of the former through "several" *ex parte* contacts. The *Globe's* brief, second filed since the reopened ch. 5 case resumed (BROADCASTING, July 20), charged Mr. Mack with bias against the FCC's diversification policy and with wrongfully failing to act on a *Globe* petition as motions commissioner during the newspaper's attempt to intervene in the ch. 5 case.

The newspaper competitor of the *Boston Herald Traveler* (WHDH) said Mr. McConnaughey met with WHDH President Robert Choate for luncheon "at least" three times and heard off-the-record presentations in behalf of WHDH, thus violating law, FCC rules and the sense of fair play and exhibiting a "reckless disregard" of his responsibilities. He also violated the law and disqualified himself when he had lunch and heard another *ex parte* presentation by Forrester A. Clark, vice president of MBT, the brief said.

The brief said Mr. McConnaughey also should have disqualified himself for considering, off the record, information he received from a telephone conversation with Victor Hansen, head of the Justice Dept.'s antitrust Division, on the status of Justice's investigation of antitrust charges against the *Herald Traveler*, made by the *Globe*. Besides that, the brief said, Mr. McConnaughey also misstated to other FCC members the substance of the telephone call. Mr. McConnaughey testified during the ch. 5 rehearing that Mr. Hansen told him the charges against WHDH were groundless and Justice had dropped the probe. This conflicted with testimony by Mr. Hansen in the same hearing that he told Mr. McConnaughey Justice at that time found discrepancies in the charges, but was continuing its investigation.

• Government notes

• WTVT (TV) Tampa, Fla. now may identify itself as Tampa-St. Petersburg. Comr. Robert Bartley dissented in the FCC action, which waived Sec. 3.652(a) of the rules.

• The FCC last week granted an increase in power to KJBS San Francisco. The station will be permitted to broadcast with 50 kw during daytime hours in which it does not interfere with KYW Cleveland. Operating on 1100 kc, KJBS is presently licensed for full-time operation with 1 kw. Comrs. R.E. Lee and Frederick Ford dissented.

• The FCC last week denied a motion by WTVW (TV) Evansville, Ind. (ch. 7 permittee), to terminate the Commission's deintermixture proceeding which would shift ch. 7 to Louisville and require WTVW to operate on ch. 31. Comr. Frederick W. Ford was absent.

• The FCC last week directed its staff to prepare a document looking toward granting the application of George A. Brown Jr. for a new tv station on ch. 13 in Bowling Green, Ky. The proposed action would reverse an initial decision of Sept. 8, 1958, which looked toward granting the competing application of Sarkes Tarzian Inc. (WTTS, WTTV [TV] Bloomington and WPTA [TV] Roanoke, both Indiana).

• The Assn. of Maximum Service Telecasters has entered the Tampa-St. Petersburg ch. 10 case, in which five of the six applicants for the channel have again requested the FCC to authorize short co-channel mileage separations in order to utilize existing transmitter sites in the area. AMST referred to Tampa-St. Petersburg as an example of an area which "does not present a . . . 'critical shortage' of facilities." According to AMST, the separation would be some 35 miles below the required 220 miles from ch. 10 WPST-TV Miami, Fla. The FCC late last year rejected an identical proposal for a short separation by the same applicants, AMST noted. The applicants are Florida Gulfcoast Broadcasters, City of St. Petersburg, WTSP-TV Inc., Tampa Telecasters Inc., Suncoast Cities Broadcasting Corp., and Bay Area Telecasting Corp.

• FCC General Counsel John Fitz-Gerald and Paul McDonaugh, administrative assistant to Chmn. John Doerfer, were named last week to represent the Commission on a special Advisory Council on Administrative Problems established by the Legislative Oversight Subcommittee (BROADCASTING, July 20). Robert Lishman, chief counsel of the subcommittee, is chairman of the council.

GATES

"the yard"

SPEECH INPUT CONSOLE

Adaptable to either radio or television studio control, the Gates "Yard" is compact, facility loaded, and styled for the modern broadcaster.

On all standard consoles there are 3 preamplifiers with input switching for 6 microphones, and with space provided for 5 additional preamplifiers. This means it is possible to have a maximum of 11 microphone inputs. Thus, flexibility is offered for every type of station.

Other outstanding features are: *8 mixing channels* key selected into the program or monitoring bus that will accommodate many combinations of microphones, turntables, tape playbacks and projectors with provisions for network and remote lines; *a self-contained cue amplifier* and speaker for turntable and projector channels; an *ultra-linear 10 watt monitoring amplifier* that provides true high fidelity sound; and a *regulated power supply* for uniformity of performance.

And don't overlook the low, compact silhouette for good over-the-top vision; dual muting relays with space for 3 more where needed; step type attenuators for all mixing channels; and low impedance mixing throughout.

Servicing of the Yard is extremely simple.

More than just another console, the Yard is an electronic era product that is a pace-setter for the broadcast industry.

Extra Facilities... to meet all station requirements!

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Write today for complete information about the GATES "YARD"

NEW DJ ASSN. Milwaukee meet produces results

Three dozen disc jockeys, representing radio stations scattered from Seattle to Miami and Los Angeles to New York, met in Milwaukee July 18-19 and organized the Disc Jockey Assn. The new organization's purpose: to improve audience public relations and enhance the stature of the disc jockey as a "good citizen" and a "professional entertainer."

DJA plans to have a board of directors of 56, representing regions within six geographic sections of the country. Of those present in Milwaukee, 17 were named directors and signed articles of incorporation which are to be filed soon in New York state by Ben Starr, Broadway attorney for music publishers and music personalities who volunteered his services to DJA. Mr. Starr was named first honorary member of DJA in appreciation.

DJA headquarters will be in San Francisco at the office of Executive Secretary Bill Gavin, independent music program consultant, 114 Sansome St. (Phone Exbrook 2-7027.) Annual dues are $10.

Disc Firms Ineligible • Active membership will be limited to the professional disc jockey or "music programmer" (agency, production firm or independent) with at least two years' full-time experience and applications will have to be approved by the national board. Station managers will be eligible for active membership but record company representatives and those in other allied fields will not be eligible. DJA, however, plans to form "advisory committees" of record manufacturers and station management.

The 1960 convention of DJA is to be held concurrently with the Storz Stations' disc jockey convention, or independently if the third annual Storz Stations' meet is not held. The Milwaukee meeting stemmed from organizational efforts during the last Storz convention held at Miami Beach (BROADCASTING, June 8, 1).

Interim officers elected to head the new DJA included: president, Jim Hawthorne, KDAY Santa Monica, Calif.; first vice president, Scott Muni, WMCA New York; second vice president, Bob (Coffeehead) Larsen, WRIT Milwaukee; third vice president, Fred Hohl, WAME Miami; fourth vice president, Charles Austin, KVLC Little Rock, Ark.; vice president for public relations, Robin Seymour, WKMH Dearborn, Mich., and secretary-treasurer, Bill Gavin, San Francisco.

A motion was entertained that the first public service effort of DJA be a national campaign by disc jockeys in behalf of mentally retarded children, but this was tabled on the ground that a decision to employ station facilities for any such specific purpose is the function of management and ownership, not that of station employes — the disc jockeys.

New partners for 'You Asked for It'

Kenyon Brown (president of KCOP [TV] Los Angeles), Bing Crosby and associates last week acquired the interest of the Wayne Steffner estate in the tv package, *You Asked for It*. They become partners with Cran Chamberlin, co-creator and partner with Mr. Steffner, who produced the show for more than six years prior to his death in 1957. The Brown-Crosby-Chamberlin group plans to distribute *You Asked for It* through its Syndication Div. which is headed by Henry R. Flynn. The series has run for 8½ years on ABC-TV, sponsored by Skippy (peanut butter), Div. of Best Foods (Corn Products Co.), New York.

AFM wants back in

The American Federation of Musicians on Thursday (July 23) filed a petition with the National Labor Relations Board office in Los Angeles for an election to certify AFM as the collective bargaining representative for musicians employed at the major motion picture studios. The filing came a year and a week following the NLRB election which gave the Musicians Guild of America the right to bargain for the musicians at the major studios (BROADCASTING, July 14, 1958). In its petition, AFM claims that the MGA contract with the studios cannot bar an election because it permits an employer to pay dues to MGA for a musician who has not joined MGA, a type of payment prohibited by federal law.

AFM's move is an idle gesture and a futile one, according to MGA President Cecil Read. The MGA contract, he said, is a bar to any new representation for at least two years and the specific clause cited as illegal in the AFM petition was eliminated from it some months ago. Furthermore, he added, as recently as June 30, NLRB ruled that the MGA contract is valid and legal.

Desilu stockholders get good profit news

Net profits of Desilu Productions Inc. for the first quarter of the fiscal year starting May 3, 1959, are estimated to be at least equivalent to the profits of $249,500 or 22 cents per share for the entire last fiscal year. The second quarter will be even better, President Desi Arnaz told the company's first annual stockholders meeting, held Tuesday (July 21) at Desilu's Hollywood studios.

Gross income for the current season will not be less than $23.5 million, Mr. Arnaz reported, calling this an increase of $3 million or 15% over the last fiscal year. He and other officers declined to estimate the net for the coming year beyond the first half. The president did stress that estimated profits for that period do not include anticipated profits on the company's backlog of shows, which "is being increased during the current season by approximately 69% to a total of 944 half-hours of filmed product."

Desilu has not been in a hurry to put its programs out for re-use, preferring to wait for the most propitious time, stockholders were told. This is particularly true of the foreign market, which Martin Leeds, executive vice president, said has doubled in the past two years.

An exception was the sale of the new hour series, *The Untouchables*, being released in Australia this season in addition to its use here on ABC-TV. The series brought a top price in Australia, Mr. Leeds said, and Mr. Arnaz noted that, as production will not start until August, "we've sold this program before we've even started to make it." The "pilot" of this series, broadcast in two one-hour episodes on last season's *Westinghouse Desilu Playhouse* on CBS-TV, will be shown in theatres abroad under an agreement now being negotiated, Mr. Arnaz said, adding that theatre showing in this country may follow.

Desilu plans to continue its policy of paying quarterly dividends of 15 cents per share of common stock, but no dividends have been declared on the Class B stock owned by himself and his wife, President Arnaz reported.

In answer to a question about pay tv, Mr. Leeds said that the officers of Desilu are watching developments and will especially keep an eye on the Canadian test of Paramount's Telemeter system to begin this coming winter (BROADCASTING, June 22). If it looks like a profitable market for the Desilu studios, they'll provide product for pay tv, he said.

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"Do not regret growing old. It is a privilege denied to many."

Although old age has certain drawbacks, the unpleasant picture you may have of it is out of date. Today, many of our senior citizens—and there are more than 15 million of them aged 65 or older—enjoy travel, recreation, good health and many other satisfactions.

To live usefully and happily after retirement, you should start planning—*long before your 65th birthday*—for your health, economic security and the active role you'd like to take in your community.

For a healthy old age, be sure to have regular health examinations, eat sensibly, practice good health habits and develop interests for your leisure time.

Regular medical check-ups can be your most important safeguard against the chronic or degenerative diseases which occur most commonly in the middle and later years. Your health check-ups may disclose trouble while it can still be "nipped in the bud"—or its progress delayed.

Plan your diet around a variety of foods. Meat, milk, eggs, poultry, fish, vegetables, fruits, bread and cereals—in suitable amounts—will help keep your body in good repair and your weight in check. Always avoid fad diets.

Habits of exercise, sleep and recreation can make a big difference in how you feel. For instance, regular exercise helps keep your muscles in tone and your circulation active. Your doctor can help you work out a plan for living to conserve your physical and mental resources.

Chances for happiness are slim at any age unless your leisure is occupied with satisfying activities. So, develop hobbies or take part in community affairs to stimulate your mind and keep you in touch with people of all ages.

Your chances of living to a ripe old age are good. That's why you should look ahead and plan wisely for the years to come. And as time slips by and "the future" becomes the present, you will find it is bright—because you have made it so.

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Wolper to syndicate public affairs shows

David L. Wolper, president of Wolper Inc., Hollywood, last week revealed plans to produce a series of eight hour-long public affairs specials for local and regional sponsorship. Mr. Wolper's first documentary, *The Race for Space*, is nearing completion and will be ready for sale to advertisers about Sept. 15, he said.

There are many large regional advertisers, Mr. Wolper remarked, who feel that sponsorship of half-hour film series do not offer the type of "prestige" association they want for their products. "They obviously cannot benefit by sponsoring network specials and there is none available to them unless a station independently produces them," he stated. Advertisers such as banks and other financial institutions are particularly interested in specials of the public affairs classification, he said.

Race for Space, Mr. Wolper said, will be a two-part series of one-hour length each, consisting of rocket development films from Russia and the U.S. Dept. of Defense together with filmed interviews with people in both countries who have been or are now associated in the rocket industry. The problems posed by the conquest of space and matters requiring international agreement will be examined in the second part.

Mr. Wolper, who co-founded Flamingo Telefilm Sales Inc. in 1948 and later sold his interest, estimated the total production cost of *Race for Space* in the $150-200,000 bracket. The Russian films were purchased through Sovexport films, official distributor of government films, he said.

'Omnibus' may fall from network slot

The future of *Omnibus*, a network tv presentation for seven years, was uncertain last week.

NBC-TV officials denied reports that the Sunday, 4:30-5:30 p.m., time slot, which *Omnibus* has filled the past two seasons, already has been sold. But spokesmen acknowledged that at least one-half sponsorship of the program must be sold to insure return of the program. To date, *Omnibus* has not obtained any sponsors but an official of Robert Saudek Assoc., New York, which produces the show said "there are at least three interested advertisers, but we have to make sure the time slot is available."

An NBC-TV spokesman conceded that there are several advertisers willing to sponsor a golf program in the *Omnibus* time period but insisted the time slot is still open. He reported that both the NBC-TV sales department and Robert Saudek Assoc. are trying to sell *Omnibus*, but indicated that the golf show would be substituted if at least one-half sponsorship is not obtained for *Omnibus*.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

July 27-31, Aug. 3-5 (4-4:30 p.m.) **Truth or Consequences**, participating sponsorship.

July 27, Aug. 3 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Pharmaceuticals through Parkson Adv.

July 28, Aug. 4 (7:30-8 p.m.) **Northwest Passage**, sustaining.

July 28, Aug. 4 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson.

July 29, Aug. 5 (8:30-9 p.m.) **Price Is Right**, Lever through J. Walter Thompson.

July 29, Aug. 5 (9-9:30 p.m.) **Kraft Music Hall Presents Dave King**, Kraft through J. Walter Thompson.

July 30, (10:30-11 p.m.) **Masquerade Party**, P. Lorillard through Lennen & Newell.

July 31 (8-9 p.m.) **Ellery Queen**, sustaining.

Aug. 1, (10-10:30 a.m.) **Howdy Doody Show**, Continental Baking through Ted Bates.

Aug. 1 (10:30-11 a.m.) **Ruff and Reddy Show**, Borden through Benton & Bowles and Mars through Knox-Reeves.

Aug. 1 (8-9 p.m.) **Perry Presents**, Kleenex through Foote, Cone & Belding. Noxema through Sullivan, Stauffer, Colwell & Bayles.

Aug. 2 (7-7:30 p.m.) **Midwestern Hayride**, local, cooperative sponsorship.

Aug. 2 (9-10 p.m.) **Summertime Chevy Show**, Chevrolet through Campbell-Ewald.

'Quietest' AFTRA meet

A convention described as "one of the quietest in many years" was held by the American Federation of Television & Radio Artists July 23-25 in St. Louis. The main topic discussed at the meeting was strategy for negotiation of the Phonograph Recording Code in October—the only one of many AFTRA contracts that expires in 1959. Separate committees were formed to consider the problems created by production abroad of radio-tv programming and to examine the status of taped programs syndicated in local tv markets. (For newly-elected officers, see page 84).

'Dawson' in good start

Ziv Television Programs Inc., New York, sold its new series *This Man Dawson* in 31 markets during first week of production, according to Len Firestone, syndication sales manager. Regional buys include: American Tobacco Co., through BBDO, as alternate week sponsor in 11 markets; H.P. Hood & Son Inc. (dairy products), via Kenyon & Eckhardt, in eight New England markets; Weidemann Brewing Co., through Tatham-Laird, in Cincinnati, Dayton, Columbus and Indianapolis; Dow Brewing Co., placed through Vickers & Benson Ltd., in Buffalo and Watertown, N.Y., and Standard Oil Co. of Indiana and R.G. Dunn Cigar Co. as co-sponsors in Detroit. Station sales reported are: KSTP-TV Minneapolis-St. Paul; KOB-TV Albuquerque; WTVP (TV) Decatur, Ill.; KGNC-TV Amarillo, Tex.; KSYD-TV Wichita Falls, Tex., and WDSU-TV New Orleans.

Cuban, Major League baseball video-taped

A series of 90-minute video-taped Cuban baseball games is expected to be distributed to about 25 U.S. markets this winter. Syndicator Max Cooper & Assoc., Chicago, so far has sold the series in New York, Chicago, Los Angeles, San Francisco, Provo-Salt Lake City, Pittsburgh, Milwaukee, Richmond and Houston.

Taped Major League games also will be telecast nationally. Following the World Series, Peter DeMet Productions, Chicago, will present 26 one-hour games alternating between the American and National leagues.

• Program notes

• Claster Enterprises Inc., Baltimore, producer of *Strikes 'N' Spares, Pin Busters* and *Duckpins and Dollars* bowling shows, has set the series up for nationwide syndication. The expansion will follow the pattern set by the company's *Romper Room* (tv kindergarten) which is telecast in 75 U.S.-Canadian markets.

• Ziv Television Programs Inc., N.Y., in its first six weeks of selling *Lock-Up*, new syndicated film series starring MacDonald Carey, reports a total of 157 markets have been sold for the 1959-60 season.

• Radio Recorders, L.A. has distributed the first release of its new audio air check service, (BROADCASTING, May 11) to 25 subscribers. Shipment enclosed samples of programming of KNUZ Houston, KOL Seattle, WHDH Boston and WTIX New Orleans. Trial of the suit of Robert L. Sande and Larry Greene against Radio Recorders, alleging that the firm's sample record contained material created for KFWB Los Angeles and infringed the plaintiff's copyright (BROADCASTING, July 6, June 15) is scheduled to be heard (today) July 27 in U.S. District Court, L.A.

1800 minutes of individual programs at your finger tips with Collins Automatic Tape Control. Each modular rack holds 120 tape cartridges. Spots, ID's, opening and closing themes, complete programs . . . individually labeled, completely accessible. Contact Collins Radio Company for further information.

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COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA

TRAILMOBILE
PICKS
JACKSONVILLE

Trailmobile, Inc. has picked Jacksonville for a new $350,000 manufacturing, sales and service branch. Jacksonville welcomes this new addition to the rapidly expanding North Florida economy and looks with pride to Trailmobile's faith in Florida's Gateway City.

AND JACKSONVILLE PICKS
WFGA-TV
NBC and ABC Programming.
Represented nationally by
Peters, Griffin, Woodward, Inc.

(Seventh of a Series)

WFGA — TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

HOW TO
BEAT
YOUR WIFE

At WVET Radio in Rochester, "Where Human Engineering and Inhuman Engineering Combine to Insure Better Chemicals for Better Pizza Through Brotherhood," a sound solution to "How to Beat Your Wife?" has been achieved. Beat her to the radio by wearing track shoes, running softly and carrying a Louisville slugger. We also announce affiliation with NBC Radio Network on August 1, 1959.

NAT'L REPS: THE BOLLING CO.

FATES & FORTUNES

Broadcast Advertising

• ROSS LEGLER and F. MICHAEL CARROLL, account executives, and associate Media Director MAURICE SCULFORT, elected vps of Compton Adv., N.Y.

MR. DAVIES

• CHARLES W. DAVIES, general sales manager, Pharma-Craft Co., named vp in charge of sales. LEONARD V. COLSON, formerly vp of Warwick & Legler, advertising agency, N.Y., named Pharma-Craft's vp in charge of advertising. Both men will have headquarters in New York effective Aug. 1.

MR. COLSON

• DEWITT BARTON, formerly western district sales manager of Lever Brothers Co., named manager of control brands marketing, White King Soap Co., L.A.

• BIRON VALIER, formerly executive vp and part-owner of Ridgway Adv., St. Louis, to Gardner Adv., that city, as account executive on Monsanto Chemical.

• ED WALPERT, service vp and member of board of Arndt, Preston, Chapin, Lamb & Keen, Philadelphia agency, adds duties of director of radio and tv.

• MONTGOMERY N. MCKINNEY, in charge of client service at Los Angeles office of Doyle Dane Bernbach, elected vp.

• MORT KRAMER, formerly with merchandising programs staff, Schick account, at Benton & Bowles, N.Y., to Schick Inc., Lancaster, Pa., as general merchandise manager.

• JOHN P. CUNNINGHAM, chairman of Cunningham & Walsh, N.Y., and vice chairman of Advertising Federation of America board, elected to similar position on AFA executive committee. Also named to committee: JAMES S. FISH, vp and advertising director of General Mills, Minneapolis, and board chairman of AFA; MARY E. BUSCH, executive vp, Emery Adv., Baltimore; E. W. EBEL, vp General Foods, White Plains, N.Y.; ROBERT M. FEEMSTER, chairman of executive committee, *Wall Street Journal*, N.Y.; MELVIN S. HATTWICK, advertising director, Continental Oil, Houston; GEORGE W. HEAD, manager of advertising and sales promotion, National Cash Register, Dayton, Ohio; C. JAMES PROUD, president and general manager of AFA; and PERRY L. SHUBERT, vp of sales and advertising, Miles Labs, Elkhart, Ind.

• WILLIAM W. HERSEY, manager, dealer public affairs information activities, Ford Motor Co., Dearborn, Mich., named assistant manager and administrative supervisor of Ford's northeast pr office, N.Y.

• WILLIAM O. MAXWELL, manager, consumer relations department, International Harvester Co., Chicago, named chairman, cooperative advertising committee, Assn. of National Advertisers. He succeeds CARLTON H. GILBERT, director of advertising, U.S. Rubber Co., who will continue to serve on committee.

• WILLIAM C. PULLMAN, account executive with John W. Shaw Adv., Chicago, named assistant to president on special projects. GRANVILLE HICKMAN, art director at Shaw, appointed art department supervisor.

• THOMAS C. DILLON, vp and treasurer of BBDO, N.Y., elected to board of Advertising Research Foundation.

• WALTER E. LIPINSKY, formerly sales manager of Cantrell & Cochrane Div. of National Phoenix Industries, Lodi, N.J., soft drink manufacturer, appointed director of marketing of food division of Ritter, Sanford, Price & Chalek, N.Y.

• JOHN F. MCNEELY, formerly manager of Buchanan & Co.'s San Francisco office, joins account planning and development group of Anderson-McConnell Adv., L.A. MARY ELLEN WHEELING, formerly with M. B. Scott, that city, named A-M media director.

• JAY W. CHEEK, associate copy director with Young and Rubicam, N.Y., joins Henderson Adv., Greenville, S.C., as copy supervisor on Miles Products and Texize Chemicals.

• BOB REICHENBACH, formerly president of KWG Stockton, named advertising director of Consumer's Buying Service, department store operator in Fresno and Concord, all California.

• JOHN HAGGERTY joins Jackson, Haerr, Peterson & Hall, Peoria, Ill., as account executive. KIRK DODGE, formerly with KOMU-TV Columbia, to JHP&H's office in Jefferson City, both Missouri, as account executive.

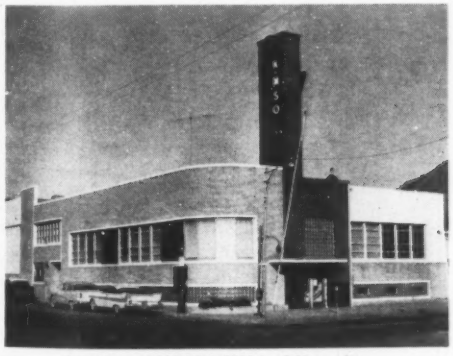
• BARBARA LAPPIN PEARL, formerly

SUCCESS STORIES

One of a series of salutes to successful radio and TV stations across the nation . . . and to the Northwest Schools graduates who have contributed to their success.

Mr. A. J. Mosby, *President*, KMSO-Television

Mr. Mosby praises Northwest's capable graduates: "We have employed several graduates of the Northwest Schools, the latest being our present Studio Director, Mr. Lynn Paoli, who is doing a fine job for us in set production and photography."



Studios of KMSO-TV in Missoula

NORTHWEST SCHOOLS SALUTES . . .

K·MSO *Channel* 13

MISSOULA, MONTANA

KMSO-TV serves a rich merchandisable area with 250,000 forward looking people ready to do business with you. KMSO is the most powerful station in all Montana, transmitting 191,000 watts from a 285 ft. tower atop 6,850 ft. TV Mountain—over 3,000 feet above the valley terrain! Established July 1, 1954, the station operated entirely from the mountain top transmitter, then, in 1956 a beautiful new studio building was built in the down town section of Missoula. Last fall a 3 Network Microwave System was installed, providing all Western Montana the finest selection of programs to be had anywhere.

Mr. Lynn Paoli, Studio Director of KMSO

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with Carson/Roberts, L.A., has been named media director of Nidides** Cin**Advertising**Inc., that city.

• RICHARD D. WHITE, 41, account supervisor with Robert Luckie & Co., Birmingham, Ala., was killed instantly in auto accident near that city July 18.

• KEITH MONROE, freelance magazine writer, joins Stromberger, LaVene, McKenzie, L.A., as copywriter.

The Media

MR. NASON

• RICHARD E. NASON, formerly general manager of WGBI-AM-FM Scranton, Pa., appointed general sales manager of CKLW Windsor, Ont.-Detroit. Mr. Nason succeeds E. W. WARDELL who was granted indefinite leave of absence because of illness.

• CHARLES C. CROCKETT, sales manager, Hawaiian Broadcasting System Ltd., Honolulu, named radio sales manager in charge of operations of KGMB Honolulu and KHBC Hilo, both Hawaii. Other HBS appointments: RONALD T. MIYAHIRA as chief engineer, and ROGER CORYELL as news director, both positions for entire group.

• ROBERT SCHNEIDER, assistant director of research, and JOSEPH DOWLING, assistant director of sales promotion of CBS-TV Spot Sales, named research manager and sales promotion manager, respectively.

• PERRY W. CARLE, formerly general sales manager, promoted to executive vp and general manager of KPOA Honolulu.

• AMES BROWN JR., formerly with Capital Cities Television Corp.'s WROW Albany, to WPRO-AM-FM Providence, also owned by that company, as station manager.

• J. PORTER SMITH, former owner of WGRC (now WAKY) Louisville, Ky., announces opening of brokerage firm specializing in radio stations in the South and Midwest. Mr. Smith had been in broadcasting ownership and operation 25 years when he sold his Louisville station to McLendons in 1957.

• C. OSCAR BAKER, formerly account executive with WHIO-AM-FM-TV Dayton, named president and general manager of WPTW Piqua, both Ohio.

• MURRAY C. EVANS appointed general manager of WBAB-AM-FM Babylon, N.Y., succeeding JOSEPH R. HORENSTEIN who will manage WIOD Sanford, Fla., for same corporation upon FCC approval of sale. Mr. Horenstein remains director, officer and consultant of WBAB.

• ROBERT B. LEES, sales manager of WIBM Jackson, Mich., named vp of parent company, Booth Broadcasting Co., and assumes additional duties of general manager of WIBM.

• AARON BOURNSTEIN, account executive with KUTV (TV) Salt Lake City, named regional sales head of Intermountain Network with headquarters in that city. He succeeds LANSDELL ANDERSON, who resigned.

• DAVID D. KYUK, formerly eastern sales manager of *Television Age*, to WKTV (TV) Utica-Rome, N.Y., as local sales manager.

• EDWIN C. METCALFE, vp in charge of Weed Television Corp.'s west coast offices, moves from L.A. to N.Y. to assume newly-created post of national sales manager, effective Aug. 3.

• SAM SOMORA JR., formerly assistant general manager in charge of programming and promotion of WBBC Flint, Mich., appointed promotion manager of WXYZ-AM-FM Detroit.

• TED B. SAWYER, general manager of WKXL Concord, returns to WKNE Keene, both New Hampshire, as program director. Mr. Sawyer had been with WKNE from 1950 to 1957 in sales and programming capacities.

• RON SCOTT promoted from chief announcer and sales service manager of WOI-TV Des Moines, Iowa, to promotion supervisor.

• JAMES T. FAWCETT, formerly commercial manager of WMMN Fairmont, appointed sales manager of WPDX Clarksburg, both West Virginia.

• VIRGINIA PAYNE, for over 25 years heroine of *Ma Perkins*, elected president of American Federation of Television and Radio Artists. Other AFTRA officers: ART GILMORE, L.A., first vp; ELEANOR ENGLE, Chicago, second vp; WALT WILLIAMS, St. Louis, third vp; EVELYN FREYMAN, Washington, fourth vp; HAL NEWELL, Minneapolis-St. Paul, fifth vp; JACK CHASE, Boston, sixth vp; WILLARD WATERMAN, L.A., seventh vp; CLANCY LEISURE, S.F., secretary, and TRAVIS JACKSON, N.Y., treasurer.

• NORMAN A. GITTLESON, general manager of KLMS Lincoln, Neb., elected treasurer of parent organization, Lincoln Broadcasting Corp.

• BRICE HOWARD, formerly producer with NBC-TV, named manager of WMSB (TV) East Lansing, Michigan State U.'s educational tv station. He assumes duties from DR. ARMAND L. HUNTER, who remains director of broadcasting. LEE C. FRISCHKNECHT

Midwestern Fulltimer—single station market of 15,000. Good industry in community. Priced at $132,000 with $50,000 down. Some net quick. Substantial real estate.

Midwestern Daytimer—Good frequency with 1000 watts power. Station needs aggressive management. Price $110,000 with $55,000 down payment.

Northern California—250 watt fulltime facility in single station market with city retail sales in excess of twenty-one million. Station equipped for automation operation. Grossing between $3,000-$4,000 monthly and capable of doing more. Price $67,250 with $25,000 down—liberal terms on balance.

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NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

PLENTY OF "REMOTES" keep the station's mobile unit on the go. One reason for the high ratings of WOSU-TV's sports and other outdoor telecasts, is the fine performance of G-E camera tubes under varying light conditions — from noonday sun to dense late-afternoon stadium shadows.

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Says:

"G-E camera tubes share credit for the nationwide success of our recorded TV programs!"

"WOSU-TV kinescopes its studio programs for use coast-to-coast in educational work. High standards of picture sharpness apply. We've found that superior definition in image orthicons is essential when showing the exhibits that go with a lecture. Here students must view clearly, in order to follow the subject being taught.

"Live TV is almost 40 percent of our programming; this share is growing. We can't afford 'stickiness' in our camera tubes, with closeups of educational displays following one another rapidly.

"You see me here holding a G-E image orthicon that's given 750 hours of first-rate performance, and will log plenty more judging from others owned by WOSU-TV."

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The same high tube quality is available to *your* station. Phone your nearby G-E tube distributor! *Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Kentucky.*

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GENERAL ELECTRIC

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promoted from production supervisor of WMSB to production and facilities manager, effective Aug. 1.

• GEORGE HART, formerly program director of WCMC Wildwood, to WTTM Trenton, both New Jersey, as director of operations succeeding FRANK BROOKS, who resigns.

• WILLIAM H. SWIFT, III, president of Plantations Bank of Rhode Island, and ALAN S. FLINK, of Letts & Quinn, law firm, Providence, elected to board of Providence Radio Inc. (WICE). Mr. Flink was chosen secretary of corporation. JOHN F. CROHAN re-elected vp and station manager of WICE.

• MIKE D'ARCY, production manager of KRIZ Phoenix, Ariz., appointed program director, succeeding GARY SEGAR who is currently with U.S. Army.

• STEVE BROWN appointed program director of KISN Portland, Ore. JIM TATE named operations manager of KISN.

• FRANK WARD, joins WSAI-AM-FM Cincinnati as program director.

• BOB IRWIN appointed production manager and assistant program director of WHK-AM-FM Cleveland.

• RICHARD BULLER, chief announcer and newsman with WKMH-AM-FM Dearborn, Mich., promoted to program director.

• DAVID E. ROBINSON, vp and director of research with C.J. LaRoche & Co., New York agency, to KPHO-AM-TV Phoenix, Ariz., as consultant in radio and tv research.

• MARVIN W. BAIMAN, manager, NBC research studies, N.Y., appointed manager, research projects.

• NORMAN W. ALLEY, west coast manager of Hearst Newsreels, elected to board of Walter E. Kline & Assoc., pr firm, L.A. Mr. Alley will act as consultant in motion picture and tv departments.

• PAUL S. KARR appointed production director of KLOR-TV Provo, Utah.

• DICK DOTY, president and general manager of WTRL Bradenton, Fla., forms own pr agency with FRANK BURKARD, Sunshine Unlimited.

• FREEMAN B. HOVER, formerly program and news director of KCSR Chadron, Neb., to KEYZ Williston, N.D., as director of station publicity.

• WILLIAM H. GRUMBLES, vp of RKO Teleradio headquarters staff, in charge of Don Lee Broadcasting Div., moves headquarters to KHJ Bldg., L.A.

• SARA MARTIN appointed sales-program coordinator of WLOS-TV Asheville, N.C.

• VINCENT A. FRANCIS, ABC-TV Pacific Coast sales manager, moves headquarters from San Francisco to Los Angeles.

• JAMES PATRICK BOYLE, assistant to vp in charge of sales of WTXL, to WMAS-AM-FM, both Springfield, Mass.

• BRUCE FORRESTER JOHNSON, formerly sales and promotion executive with KOOL Phoenix, to Peters, Griffin, Woodward, as account executive on Hollywood radio staff.

• ALLEN HUNDLEY, formerly field representative, National Telefilm Assoc., Dallas, to John E. Pearson Co., as manager of Dallas office.

• EVELYN SHATKIN resigns as publicity director of WJAR-TV Providence.

• JACK OTTER, associate producer of NBC-TV's *Today* show, to network's special programs sales staff.

MR. KAPEL

• GEORGE KAPEL, general sales manager of KXTV (TV) Sacramento, Calif., (formerly KBET-TV), to WTOL-TV Toledo, Ohio, in similar capacity, succeeding RUS STONE, who resigns. Mr. Kapel was previously station manager of KOMU-TV Columbia, Mo.

• PAUL MCCASLIN appointed art director of WFBM-TV Indianapolis.

• DONALD R. EVERS, formerly sales manager of KFMB San Diego, joins sales staff of XETV (TV) Tijuana-San Diego.

• EDWARD F. LOOMIS, 65, president of Radio Reports Inc., N.Y., died July 13 in Brattleboro, Vt., following heart attack. Mr. Loomis founded Radio Reports in 1936 to monitor radio programs for industrial client. It has expanded to include national radio and tv monitoring coverage.

• NORM PRESCOTT, air personality, resigns from WBZ-AM-FM Boston to join Embassy Pictures as vp in charge of merchandising.

• GEORGE VICKERY, formerly director of publicity and merchandising with WTVJ (TV) Miami, to J. Robert Rowley & Assoc., pr firm, that city, as account executive.

• WILLIAM C. STRAND resigns as director of pr with Republican National Committee, Washington, to join staff of *Newsweek* Aug. 1.

• JUDY MISCHEL, formerly with media department of Ray Bernard Inc., N.Y., to Good Music Broadcasters, (classical music station rep) that city, as sales service manager.

• JOE MORGENSTERN, formerly with news department at WNEW New York, joins Herald Tribune Radio Network N.Y., as radio news editor.

• ALVIN W. DAWSON JR., formerly community relations director and journalism instructor at Flint Jr. College, Flint, Mich., joins news staff of WFDF that city.

• AL COLLINS, air personality of WNEW New York, to WINS, that city.

• MYRTLE TOWER, formerly with sales traffic staff of WABC New York, to WMGM that city as assistant sales service manager.

• HAROLD C. (JIM) SHAW, formerly with WFAU Augusta, Me., joins publicity and pr division of Maine Department of Economic Development, that city.

• WILLIAM PIERSON, recent graduate of Northwest Schools, Portland, Ore., to KSMO-TV Missoula, Mont., as announcer-salesman. KRISS CROWTHER, Northwest graduate with KAAA Kingman, Ariz., joins KINY Juneau, Alaska, as air personality.

• D.J. KAY and BILL KISS join announcing staff of WXIX-TV Milwaukee.

• ED ROE, account executive with KHQ Spokane, to KING-AM-FM Seattle, both Washington, in similar capacity.

• JAY B. NEELY, air personality with WGBB Freeport, N.Y., to WITH-AM-FM Baltimore, in similar capacity.

• RICHARD C. KENT, director of continuity of WTVN (TV) Columbus, Ohio, named commercial coordinator, succeeding JAMES L. MILLER, appointed account executive in local sales.

• BOB KING previously with CKEY Toronto, joins news staff of WJBK-AM-FM Detroit.

• JOEL T. DALY, formerly with WHBF-TV Rock Island, Ill., to announcing staff of WGAR-AM-FM Cleveland succeeding BILL BEUTEL who joins WEWS (TV), that city, in similar capacity.

• SUZANNE MATHIAS, account executive, television division, Barkas and Shalit Inc., pr firm, N.Y., appointed director of special promotions.

• GEORGE R. DARCY and ROBERT H.

Comdr. Murrow?

CBS newscaster Edward R. Murrow, who started a year's leave of absence July 1, applied last week for a commission as commander in the U.S. Naval Reserve. He asked for classification as an information specialist. One immediate speculation was that he wanted to satisfy a long-time interest in atomic submarines, perhaps eventually do a television study of that subject. He was described as an old friend of Admiral Hyman Rickover, generally acclaimed as the father of the atomic sub.

BUSH, both formerly with Rumrill Co., Buffalo, N.Y., have formed own pr and management consulting firm, Darcy & Bush Assoc., Address: 339 East Ave., Rochester, N.Y.

• REV. L.K. ZANK, news director of WMIC Monroe, Mich., under name of Ken Lawrence, to director of pr and promotion with Dr. Walter A. Maier Memorial Lutheran High School Assn., L.A.

• BOB EDGINGTON, formerly news director of WHLS Port Huron, Mich., joins WOWO Fort Wayne, Ind., as newscaster. MARGE ANN DEEGAN to WOWO as writer-director from Waldschmidt & Krick, advertising agency, that city.

• DANNY DEEVER joins sales staff of KMO Tacoma, Wash.

• MARSHALL NANIS joins WXHR (FM) Boston as sales representative.

• PAT FITZGERALD, formerly with WNDU-AM-TV South Bend, Ind., JERRY HEALEY, of WIND Chicago, and FARRELL SMITH, of WHOT Campbell, Ohio, air personalities, to WHK-AM-FM Cleveland in similar capacity.

• CLYDE HATTON, formerly program director of KOMY Watsonville, Calif., to KOBY San Francisco as announcer.

• FRED D. NIEDERMEYER joins WISN-TV Milwaukee as account executive.

Programming

MR. FRANKEN

• JERRY FRANKEN named director of public relations of National Telefilm Assoc. Inc., N.Y. Mr. Franken was formerly assistant to president of Gross-Krasne-Sillerman, which was acquired by NTA in February. HARRY ALGUS remains company's press director.

• JOHN DAVIDSON, spot sales manager, Ziv Television Programs Inc., N.Y., named sales manager, south eastern division, Atlanta headquarters. Other Ziv appointments: JERRY KIRBY, sales manager, north eastern division; STUART HALLIDAY, sales manager, syndication sales staff, Chicago office; ALLEN MARTINI, sales manager, western division, L.A.; JOHN LOUIS and HARRY LITTLER named spot sales managers, north central and south eastern divisions, respectively.

• HARRY B. SIMMONS and BERNICE SCHIFFER, named city sales manager and sales administrator, respectively, of ABC Films Inc., Chicago. Other ABC Films sales representative appointments: HOWARD ROUTMAN central division; LOU MARKMAN eastern division, and MELVIN CORVIN, western division.

• LEN WEINER, previously head of own commercial film company, Dee Jay Productions, joins MGM-TV, N.Y., as sales rep for commercial production department.

• ARTHUR (SKIP) STELOFF, division sales manager, Television Industries Inc., N.Y., resigns, effective Aug. 1 to form own company, Heritage Productions, which will engage in production and distribution of film programming to tv stations.

• FRANK SPIEGELMAN, formerly member of sales staff, Independent Television Corp., N.Y., to Governor Television Attractions, that city, as vp in charge of national sales.

• CHARLES S. TEMKIN named president of Creative Services Inc., capsule radio feature producer, formerly Copy Service Bureau of Chicago. New address: 75 E. Wacker Drive, Chicago.

• PETER A. GRIFFITH, formerly head of film production, Peter Elgar Productions, N.Y., to Transfilm Inc., that city, as account executive, tv division.

• BOB FINKEL, who joined production staff of NBC-TV's *Dinah Shore Chevy Show* in March, named producer-director for 1959-60 season. Other production assignments for series: CHARLES ISAACS to head writer, aided by CARL REINER, who will also do minimum of five performances; GORDON WILES to associate producer, and RICK OXFORD to succeed Mr. Wiles as assistant director.

• ED SIMMONS named head writer on *George Gobel Show*. He has served in similar capacity on summer time *Chevy Show* for past two summers.

• BOB CAWLEY, associate director with KRCA (TV) Los Angeles, to write, direct and produce first telecast of *Summer Auditions* series.

• BROWN MEGGS, merchandising program producer of Capitol Records, L.A., appointed to new position of staff assistant for public relations, re-

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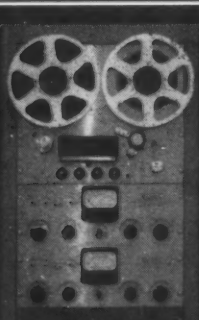

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Two series of 13-week, 15-minute programs featuring inspirational music and messages on "The Ten Commandments" and "The Lord's Prayer" . . . A public service for Radio and Television stations . . . Non-Denominational . . . Without emotional appeals and commercialism for the mature spiritual and cultural needs of all communities.

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porting directly to William B. Tallant, national merchandising administrator.

• ALEXANDER BUTTICE, producer-director at A-Jay Films, Long Island, N.Y., appointed radio-tv director, Crusade for Freedom's public information department.

• WILLIAM F. BROIDY, 44, head of William F. Broidy Pictures Corp. and producer of films for theatres and tv, including *Wild Bill Hickok* series, died July 14 in Hollywood. His brother is Steve Broidy, president of Allied Artists.

• DON MEDFORD, STUART ROSENBERG, ARNOLD LAVEN and JOSEPH H. LEWIS signed by Four Star Films, L.A. to direct segments of *Robert Taylor's Detectives*, new tv series.

• JOHN (BUD) PALMER, sports commentator, named director of sports department of Globe-Video Newsreel, N.Y.

Equipment & Engineering

• WILLIAM OLANDER, formerly with Bell Telephone Labs., Murray Hill, N.J., to Needham Materials Lab., RCA semiconductor and materials division, Needham Heights, Mass., as leader of technical staff.

International

• HUGH CARLETON GREENE, director of news and public affairs of British Broadcasting Corp., named director general succeeding SIR IAN JACOB who retires at end of year.

• MICHAEL HICKS, formerly of MacLaren Adv. Ltd., Toronto, Ont., named managing director of BBDO, Toronto, succeeding LES F. CHITTY, who remains as liaison between New York and Toronto offices.

• EVAN WALTER HAYTER, 48, president of McCann-Erickson (Canada) Ltd., Toronto, died July 11. Mr. Hayter had been marketing and advertising manager of Goodyear Tire & Rubber Co. of Canada. W. R. WRIGHT, formerly director of advertising and pr of Canadian National Railways, succeeds Mr. Hayter. J. M. REEVE, formerly manager of agency's Montreal office, named executive vp of M-E Ltd. K. U. LUNNY, formerly Canadian manager of Donahue & Coe, succeeds him.

EQUIPMENT & ENGINEERING

RCA'S NET PROFITS JUMP 44%

$19.4 million reported for '59 first half

RCA boosted its sales to $633.7 million in the first half of 1959, 17% over the 1958 level, and net profits after federal income taxes rose 44% to $19.4 million, it was announced last week by David Sarnoff, RCA board chairman and John L. Burns, president.

After allowances for preferred dividends, earnings per share were reported 50% higher than in the 1958 six-month period (to $1.29 from 86 cents).

Sales during the second quarter of 1959 were placed at $311.9 million compared with $264.2 million in the comparable 1959 period. Net profits after federal income taxes totalled $6.5 million, as against $4.5 million for the same period last year. Common share earnings in the three months ended last June 30 were reported at 41 cents a share, compared with 27 cents in the corresponding 1958 period.

The consolidated statement of income follows:

	1959	1958
For the six months ended June 30		
Products and services sold	$633,700,000	$542,600,000
Cost of products and services sold and other operating costs	594,900,000	515,600,000
Profit before federal taxes on income	38,800,000	27,000,000
Federal taxes on income	19,400,000	13,500,000
Net profit for the six months	19,400,000	13,500,000
Preferred dividend	1,600,000	1,600,000
Balance for common stock	17,800,000	11,900,000
Earnings per share of common stock	1.29	.86
For the quarter ended June 30		
Products and services sold	311,900,000	264,200,000
Cost of products and services sold and other operating costs	298,900,000	255,200,000
Profit before federal taxes on income	13,000,000	9,000,000
Federal taxes on income	6,500,000	4,500,000
Net profit for the quarter	6,500,000	4,500,000
Preferred dividend	800,000	800,000
Balance for common stock	5,700,000	3,700,000
Earnings per share of common stock	.41	.27

Net profits reported above are necessarily based in part on approximations and are subject to audit and year-end adjustments.

Ampex vtr's for 43 educational stations

National Educational Television & Radio Center, New York, has placed an order with Ampex Corp.'s Professional Products Div., Redwood City, Calif., for $2.5 million worth of video tape recorders.

Funds for the purchases come from a $2,706,000 grant to the center from Ford Foundation (BROADCASTING, June 29). Deliveries to the 43 NETRC member stations start next month and will be completed in October.

In addition to equipping the stations, Ampex will install tv tape recorders in the center's facility at Ann Arbor, Mich., for duplication of etv classes.

George I. Long Jr., company president, says that "at Ampex we long have believed that the vtr would be as useful for education as for entertainment. . . . The Ford Foundation's contribution and the Center's program has brought this day nearer."

Transmitter business

KFI Los Angeles, KDKA Pittsburgh and CJAD Montreal have ordered new transmitters from Continental Electronics Manufacturing Co., Dallas.

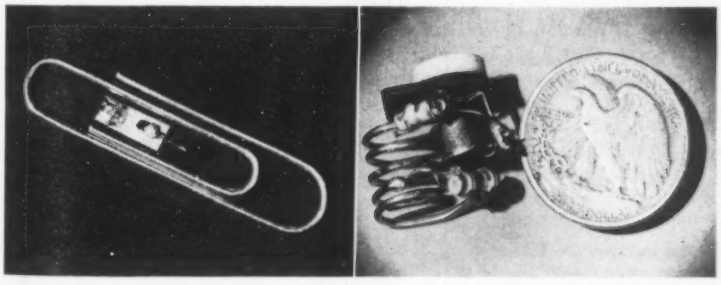
KFI's transmitters include Continental's new Type 317B 50 kw and Type 316B 10 kw. The latter is for standby and Conelrad. KDKA's order is for a Type 315B 5 kw unit for standby and Conelrad. These transmitting plants will operate unattended. CJAD Montreal is installing its second Continental 10 kw auxiliary transmitter. Orders for 12 am transmitters and 16 remote control systems are being processed at Continental.

• Technical topics

• Camera Equipment Co., N.Y., announces a new tripod unit, the Ceco Pro Jr. fluid head. The fluid within the head is a highly molecular silicone polymer unaffected by temperature ranges from 20° below zero to more than 120°F; price: $300.

• Nems-Clarke Co. (division of Vitro Corp. of America), Silver Spring, Md., reports its business for the first six months of this year was $5,145,000 as compared with $2,719,000 for the same period in 1958. Nems-Clarke designs and produces a line of proprietary communication and telemetry equipment.

• RCA Electron Tube Div., Harrison, N.J., has introduced a new tv camera tube for both color tv cameras and black-and-white cameras. Called the RCA-7513, the new image orthicon features precision construction to provide pictures of high photographic quality and realism in both color and black-and-white tv, according to C.E. Burnett, manager, industrial tube products department.



Giant step toward shrinkage • "Pretty soon they'll be doing it with nothing but air." This sums up the impression of observers at the unveiling of General Electric's newest development last week in New York, the "tunnel diode."

The device amplifies, generates radio-frequency power and can be used for switching. Dr. Guy Suits, GE director of research, predicted its use soon in tv receivers, communications equipment, high-speed computers, nuclear controls, satellites and space vehicles.

Smaller than a transistor, the tunnel diode has been operated as high as 2,000 mc and is expected to perform as high as 10,000 mc. Electrical charges move through the device with the speed of light, making it 10 to 100 times faster than the fastest transistor, according to GE, and thus ideal for computer switching. It also withstands nuclear radiation better than any other component, GE said. The device uses solid state conductors, like silicon, germanium, gallium arsenide, allium antimonide and indium antimonide.

In the pictures above, the tunnel diode is shown nestling inside a paper clip (l) and an entire transmitter using a tunnel diode is compared to a half-dollar (r).

RCA Thesaurus Commercial Library Service can help your station stir up a lot of new business in your town. William E. Stamps, Manager of WCLE, Cleveland, Tennessee, offers this example of Thesaurus magic:

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CHICAGO, NASHVILLE, ATLANTA, DALLAS, HOLLYWOOD

NEW LOOK FOR CANADA'S RADIO-TV

Policy of one tv outlet per city junked; CBC reforms mapped

Canada's restrictive policy of one tv station per city goes out the window Sept. 15.

The announcement to that effect last Monday (July 20), though not a total surprise, is expected to touch off major scrambles for television facilities in most of the Dominion's major markets. Heaviest demand will be in Toronto and Montreal, at present served only by Canadian Broadcasting Corp. tv outlets.

The current policy, that permitted CBC-TV to maintain exclusive service to most of the principal cities in Canada, has long been criticized by private broadcasters and others.

Revenue Minister George Nowlan said that applications for competitive tv will be accepted by the Dept. of Transport. After technical review, the bids go to public hearings before the Board of Broadcast Governors. In turn, the BBG submits its recommendations to the government.

SIZZLE THE SELL!

In a dramatic announcement, WVET Radio in Rochester, revealed it is now able to transmit the aroma of charcoal-broiled steak via its 5000 watts. This astounding development was made possible by WVET's unending search for "Better Stuff for Better People Through Chemicals." We proudly also note with pride WVET Radio's affiliation with the NBC Radio Network on August 1, 1959.

NAT'L REPS: THE BOLLING CO.

It's expected that the first of the new competitive tv outlets will be able to go into operation next summer.

Other Changes in Prospect • The announcement also comes at a time when the Canadian Parliamentary Committee at Ottawa is recommending that the Canada Broadcasting Act be revised to staff the CBC posts of board chairman and president with separate officers. It is also suggested that the CBC be more aggressive commercially, charging sponsors closer to the actual cost of programs than it has heretofore.

The suggestion came July 16 as the government committee made its recommendation in favor of a wholesale shakeup at CBC (BROADCASTING, July 20).

On commercial programming the committee stated that "where there is a program field such as sports, where the demand is high, the CBC should not compete in buying the telecasting rights, but should allow such events to find their own level in the market, merely offering time and production facilities at a reasonable profit to the CBC."

This would entail a reversal of present practice whereby CBC bids for exclusive tv rights to sporting events and then obtains sponsors. The committee would leave it to commercial concerns to bid for the broadcast rights and then have the CBC provide men and equipment for a fee to broadcast the event.

Anti-Monopoly • The committee was not convinced that the CBC's basic function of providing a national program balance required the CBC to establish a tv production monopoly. It recommended that the CBC give immediate consideration to a policy of encouraging the production and presentation of network programs by outside commercial interests. This would reduce CBC costs, increase revenue and encourage the development in Canada of new talent and production agencies.

The parliament group suggested that CBC, instead of spending vast sums on extension of tv programming hours, should use its capital expenditures to extend tv services within the next five years to communities as small as 5,000 population, which are now unserved or poorly served by CBC radio and television.

A formula has to be worked out for providing an upper limit to the amount of money CBC can obtain from the national treasury, the committee suggested.

It recommended the appointment of a senior officer with clear authority and responsibility for supervision of all production. This is now divided among three supervisors.

The committee consisted mainly of members of the Conservative party, which has majority in the government. Members of the opposition parties, Liberal and Cooperative Commonwealth Federation, did not approve of the report. They felt that CBC producers' charges of political interference had been sidetracked and that the committee was interfering in internal affairs of the CBC.

CBC Statement • Meanwhile, CBC in its annual financial report, announced record figures for last year. Revenue from commercial radio and television programs reached $32 million in the fiscal year ending March 31, 1959, CBC has reported to Parliament. This was an all-time high, as were expenditures of $87,315,000. CBC received $51.6 million in grants from Parliament in the fiscal year, had some income from miscellaneous sources and exceeded its budget by $105,565. The Canadian treasury made up the deficit.

While the CBC did not give any breakdown this year for expenditures on radio and television, it is estimated that radio accounted for about $16 million of total expenditures, with tv accounting for $71 million. Expenditures in the current fiscal year, ending March 31, 1960, are expected to reach $100 million.

A new feature of the financial report, reflecting changes in CBC financing which came into effect last Nov. 10, showed a net figure of $31,671,212 which CBC officials described as Parliament's capital investment in the CBC, or its actual physical worth. Under the new financing set-up, the CBC must turn over to the Canadian treasury any excess of working capital above $6 million as repayment for government loans totalling $26,878,891.

CBC has estimated this excess of working capital at $4,079,766 and has already made an interim payment of $4,075,492. If Finance Minister Donald Fleming accepts the CBC es-

timates, the balance of $4,274 will be turned over to the government treasury and the rest of the borrowings will be wiped out.

Minus Signs • Two sources of revenue were lost to the CBC last November. These were broadcasting license fees paid by the independent stations and income from the 15% excise tax on radio and tv sets and parts.

A new expenditure in the last fiscal year was $149,180 for the far northern radio service which now includes four Canadian Arctic and sub-Arctic stations and to which six more are to be added this year.

Total expenditures in the last fiscal year were $11,788,000 more than in the 1957-58 fiscal year. Income from commercial programs was up 13% over the previous fiscal year and has been built up from $22 million in the past seven years.

The CBC report referred to surveys showing that the average family or some members of it watch tv or listen to radio about six hours daily, 365 days a year. It estimates that this works out to less than four cents per day per family for both radio and tv, based on CBC's total expenditures for Canada's total population.

In the present fiscal year CBC estimates call for a Parliamentary grant of $58,404,000 and $9,197,000 for capital requirements, for a total of $67,601,000, up from $60,140,000 in the 1958-59 fiscal year.

The Argentine scene

Argentina, with more than 400,000 tv sets but one only station, seems likely to become South America's largest tv market in two to three years.

This prediction is from Adolpho Suarez, president, Sadic, S.A., licensed manufacturer of Admiral Corp., Chicago, radio-tv and stereophonic phonographs in Argentina. He says that although the tv station in Buenos Aires is government-owned, it is run commercially. This station will be turned over to private ownership when the first of three more stations authorized for the city commences operations, Mr. Suarez says. He adds that Brazil, with a total of seven tv stations, has estimated 850,000 sets in use.

British tv rates up

Television rate cards issued by three British program contractors show a considerable rate increase. Associated-Rediffusion announces a 20% hike on Class A time effective Dec. 28. Other rate increases: ABC up 10% effective Sept. 26, Scottish-Tv up about 10% Oct. 1 and Granada about 8% Sept. 28. TWW's rate card is expected to show a 10% increase.

BBG ok's power boosts, new radio-tv stations

A rash of power increases were approved at the fourth public hearing of the Board of Broadcast Governors at Ottawa, Ont., July 7-9, along with recommendations for new radio, television and satellite stations.

The BBG deferred decision on establishment of the first fm network requested by the Canadian Broadcasting Corp. for CBM-FM Montreal, Que.; CBO-FM Ottawa, and CBL-FM Toronto. It granted CBC the right to program separately for the fm stations but stated that it wanted further time "to consider and develop its policy with respect to fm network broadcasting."

New am stations were recommended by the BBG to the licensing authority, Dept. of Transport, Ottawa, for William M. Brennan for 1 kw day and 500 w night on 1420 kc at Peterborough, and for J. Irving Zucker for 5 kw day and 2.5 kw night on 1280 kc at Hamilton, both Ontario.

Satellite am stations were recommended for CKCQ Quesnel, at Williams Lake, both British Columbia, with 250 watts on 1240 kc, and for CJFP Riviere-du-Loup, for 250 w on 1340 kc at Cabano, both Quebec. Low power 40 w repeater stations were recommended for the CBC at Digby, N.S.; Kedgwick, N.B., and Wedgeport, N.S., on 990 kc; Meteghan, N.S., on 1490 kc; St. Quentin, N.B., on 1230 kc; Weymouth, N.S., on 1550 kc, and at Yarmouth, N.S., on 1230 kc.

A new fm station was recommended for W. E. Bellman at Vancouver, with 18.95 kw on 103.5 mc. CJBR-FM Rimouski, Que., was given a power boost from 570 w to 20 kw on 101.5 mc.

A new television station was recommended at Lloydminster, Alta., to CKSA Television Ltd., with 14.63 kw video and 7.3 audio power on ch. 2 with antenna at 730 ft. above average terrain. Tv licenses were denied to two applicants for Prince George, B.C., and deferred for New Carlisle, Que. The BBG also deferred satellite tv stations requested by CKX-TV Brandon, Man., at four locations in the northern part of the province. A tv satellite was approved for CFCY-TV Charlottetown, P.E.I., at New Glasgow, N.S., with 175 w video and 87.5 w audio on ch. 7 with antenna 424 ft. above average terrain.

• Abroad in brief

• CKMP Midland, Ont., is a new 250 w station on 1230 kc, operated by R. Bruce Armstrong. It began broadcasting July 1.

This announcement is neither an offer to sell, nor a solicitation of an offer to buy, any of this Stock. The offering is made only by the Prospectus.

Not a New Issue

483,322 Shares

Taft Broadcasting Company

Common Stock

($1 Par Value)

Price $15 per Share

Copies of the Prospectus are obtainable in any State from only such of the undersigned and such other dealers as may lawfully offer these securities in such State.

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Goldman, Sachs & Co. — W. E. Hutton & Co. — Kidder, Peabody & Co. — Lehman Brothers

Carl M. Loeb, Rhoades & Co. — Merrill Lynch, Pierce, Fenner & Smith
Incorporated

Stone & Webster Securities Corporation — White, Weld & Co. — Dean Witter & Co.

Alex. Brown & Sons — Clark, Dodge & Co. — R. C. Crisler & Co.

Dominick & Dominick — Hayden, Stone & Co. — Hemphill, Noyes & Co.

Hornblower & Weeks — Reynolds & Co., Inc.

July 8, 1959.

The Meyers menu • An impromptu poolside luncheon organized in St. Louis by a visiting station representative two years ago has grown into an annual affair. Here enjoying this year's picnic spread of Howard B. (Howdee) Meyers, vice president of Venard, Rintoul & McConnell, Chicago, are (l to r) Robert Thies, D'Arcy Adv. assistant account executive on Anheuser-Busch; J. Dolan Walsh, assistant media director of D'Arcy, and Robert McGinley, Gardner Adv. field representative for the Busch Bavarian account. The third annual VRM picnic attracted 29 guests to the Chase Hotel pool. They included charter picnickers of 1957 who since have been transferred out of town but arranged to get back for the July 15 event.

Consumer class at KMOX-TV

KMOX-TV St. Louis, Mo., holds a weekly *Sunrise Tv Auction* (Sat. 10-10:30 a.m. CDT) for about 30 children. The show is sponsored by the American Packing Co. (Sunrise meats) through Ridgway Adv. Co., both St. Louis. Each week children come to KMOX-TV studios to put in play-bids for toys, games and sports equipment.

Preliminary returns

A three-month "Dream Home" contest is boosting sales for WCOL Columbus, Ohio, at the rate of 15% weekly, it has been estimated at midpoint in the promotion by Station Manager Collie Young. The contest, conducted in conjunction with Columbus builder Huber Homes Inc., offers a $25,000 house and is being backed with maximum air promotion. It is a record effort for Columbus, WCOL claims. How it works:

For a month prior to contest opening, WCOL broadcast teaser spots, building up to 96 a day (one every 15 minutes, 24 hours). As things officially got underway, the saturation schedule was maintained to promote entries. Additional time was set aside to give word clues from a list of 1,000 from which contestants write statements of why they would like to live in the WCOL Dream House. The word clues are slotted next to commercials on an irregular basis.

Entry blanks are being distributed by station sponsors. An initial printing of 20,000 entry blanks was exhausted in three days.

To promote additional traffic to the prize house, monthly drawings are being held for other prizes.

• Drumbeats

• Sponsors of WSAZ Huntington, W. Va., are giving away more than a million dollars to customers sent by the station. The gifts are not in legal tender but in WSAZ "Happy Money," created to exploit the station's claim to be "the most happy station." Shoppers get back in WSAZ Happy Money an amount equal to what they pay for merchandise. On Aug. 15 they will be able to use the paper to bid on merchandise at WSAZ's "Happy Days Auction" at a local theatre.

• Taking account of youngsters in the summer audience, WRCV-TV Philadelphia is aiming two public service campaigns at them: a bicycle safety project (in cooperation with the AAA) and pet-care briefing (in cooperation with the SPCA).

• WBAL Baltimore has turned the telephone message-recorder idea into a contest promotion: "You're on the Air." Listeners dial a special number,

Julep time • More than 300 advertisers and their wives came to toast WHAS Louisville, Ky., on the station's 37th anniversary. At the July 17 party were (l to r): Henry I. Christal, president of the national sales representative firm bearing his name; George F. Kiewert, advertising-sales promotion manager for General Electric room air conditioners; B. F. Doyle, manager of sales planning, GE range department, and Victor A. Sholis, vice president and director of WHAS-AM-TV. The evening of cocktails, dinner and entertainment also called attention to WHAS's recent addition of Radio World Wide news service.

Donor 'drive'

KISN Portland, Ore., used its mobile units to transport blood donors following an appeal for blood from local hospitals. A depletion in plasma stock was delaying five surgical operations. KISN told listeners to call the station for transportation to the blood center. Three news units kept blood-takers busy for six hours.

get taped instructions from a station personality and then repeat a station slogan for the recorder, adding name and address. Tapes are played back during the day and listeners asked to call WBAL upon hearing their voices in order to qualify for a prize. The follow-through percentage is high, WBAL says.

• A gasoline station next door to studios of WAMI Opp, Ala., had rough going when the operator got sick. He managed with the help of an assistant, but when the assistant was called away to National Guard camp, it was hard to find someone to fill the tanks. One day when no replacement could be found, Beri F. Moore, WAMI manager, and his staff stepped in. They made an all-day radio production of it and reported one of the biggest days ever recorded for the filling station.

• KIVA-TV Yuma, Ariz., staged an international observance of Independence Day on its regular *Mexico Musical* weekly program. Mayors of Mexicali and several Arizona cities exchanged broadcast greetings and military music of two nations was featured in addition to a Mexican-U. S. flag ceremony at the Yuma Marine base.

• John G. McManus, account executive at Doyle Dane Bernbach Inc., N.Y., won ABC Radio's top prize in a contest to promote the broadcast of the Patterson-Johansson heavyweight championship fight last month. Guessing within 30 seconds of the actual third round knockout time, Mr. McManus won a week's trip for two to Nassau. ABC reports more than 600 entries from agencies and advertisers. Twenty-five runners-up got pairs of boxing gloves. The title-bout broadcast itself drew an audience of 21 million listeners, ABC said.

• Winners of the second annual St. Louis Representatives Invitational Golf Tournament were Casper Yost, president of Ridgway Advertising, with low gross honors and Don Amos, D'Arcy Advertising, with low net honors. More than 80 client and agency executives attended the all-day affair. The tournament is an annual event sponsored by St. Louis Broadcast Representatives.

• WHIL Boston-Medford, Mass., and WMCA New York are among those stations which have reported efforts to publicize the dangers of plastic bags (BROADCASTING, July 6). For every five bags mailed or brought, WHIL, a listener could get a free popular record. More than 12,000 bags have thus far been collected by that station. During June WMCA scheduled public service announcements throughout the day to alert listeners to the hazard. One WMCA advertiser, a laundry, changed its commercial copy to announce its discontinuance of plastic bags. The station received some 2,500 entries in a contest keyed to the campaign.

• KLIN Lincoln, Neb., broadcast three tunes simultaneously and offered listeners $1,200 for identifying the tunes. KLIN says the six-week "Melody Mix-up" contest brought thousands of entries.

• KWSC Pullman, Wash., the State College of Washington's educational outlet, has sent a revised edition of its 78-page Washington State Pronunciation Guide to the state's radio-tv stations. The booklet gives pronunciations of 39 counties and 2,156 cities and towns. A supplement to the free guide with the pronunciation of rivers, dams, lakes, etc., will be issued later this year.

• Johnny Green, news director, KPHO Phoenix, Ariz., went to Juneau, Alaska, July 4 to pass Arizona's "Baby State" title to Alaska in behalf of his station. KPHO carried a 70-minute broadcast of the Admission Day ceremonies direct from Juneau as part of its 12-hour salute to the new state.

• KOIL Omaha, Neb., ran a "Name in Lights" contest in which listeners were asked to send in reasons why they would like to see their name in lights. The winner, a 14-year-old boy, had his name on the marquee of a local theatre for 24 hours plus a season ticket to the theatre.

• WGY Schenectady, N.Y., received more than 10,000 matchbook covers after four appeals broadcast by d.j. Tony Carvell. He asked for the covers in behalf of a listener who collects them.

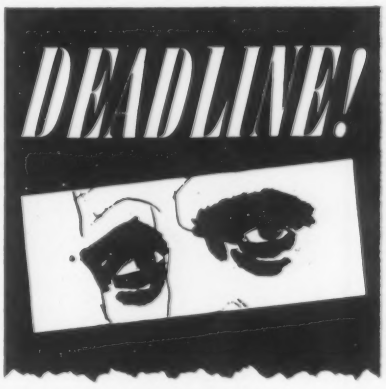
• Frank Malone, d.j., WTOB Winston, Salem, N.C., raised a truckload of discarded items for Goodwill Industries by climbing a 386-ft. tv tower in a downtown shopping center and threatening to stay there until a Goodwill truck below was filled. The d.j. took a mi-

Eureka!

Eureka what?

Eureka livestock production. Iowa ranked first in the nation last year in cash receipts from marketing of cattle, hogs and sheep.

WMT
CBS Radio
Eastern Iowa's Well-Fed Station
Mail Address: Cedar Rapids
Reps: The Katz Agency



PICK-UP!

Behind the mask of an affable book salesman was a killer!
— The Cheyenne Eagle

ONE OF 39 EXCITING EPISODES!

DISTRIBUTED BY
FLAMINGO TELEFILM SALES, Inc.
221 W 57 ST. • N. Y. 19, N. Y. • JU 6-7040

WISN-TV

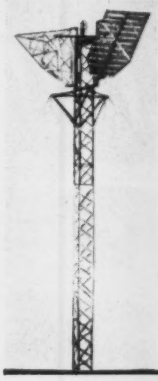
the *basic* buy in Milwaukee

BASIC BECAUSE . . .
WISN-TV's share of audience has increased sharply. In important afternoon and evening time periods it is now the leading station in town.

WISN-TV's coverage has increased sharply. Because of network shifts in other markets WISN-TV now brings the only sharp ABC signal to most viewers in a 16 county area — 559,470 TV homes.

END RESULT . . .
WISN-TV is the only Milwaukee station to increase its coverage and audience without increasing its rates.

WISN-TV
Channel 12
William C. Goodnow, Station Manager
Represented by Edward Petry & Co., Inc.



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CONSTRUCTION CO.
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Tower Fabricators and Erectors the World Over!

MAIL TODAY! FOR 1959 CATALOG!
TOWER CONSTRUCTION CO.
2723 HAWKEYE DRIVE
SIOUX CITY, IOWA

NAME: _____

ADDRESS: _____

CITY: _____ ST: _____

crophone with him and stayed up eight hours.

• WDOK Cleveland, Ohio, is producing *Business Builders*, daily five-minute vignettes about how local businesses have achieved success. A Cleveland manufacturer of aluminum and steel structures sponsors the series.

• Milwaukee golfers who hit a hole-in-one before Sept. 1 will be given a gold-plated golf ball by WITI-TV there.

• Advertisers of WBZ Boston are getting additional circulation this week (July 27-31) via loudspeakers at Pleasure Island in Wakefield, Mass. All broadcasts between 10 a.m. and 8:30 p.m. are originating from special studios near the park's main entrance. Throughout the week WBZ personalities are conducting a series of daily contests on location.

• Twenty-eight Los Angeles stations are carrying Heart Assn. announcements transcribed by members of the Los Angeles Dodgers baseball team.

• "Wall-to-wall music" will be a distinguishing feature of WRCA New York starting today (July 27). Realigning its music and news programming to include some 15 hours per day of music, WRCA chose the wall-to-wall slogan for listeners to identify a new "easy to listen to" concept. The station's personalities will play only records that are fully orchestrated to give a full-dimensional sound, it was reported.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

July 16 through July 22. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

New Tv Stations

APPLICATIONS

Flagstaff, Ariz.—Jerrold Electronics Corp., vhf ch. 9 (186-192 mc); ERP 0.282 kw vis., 0.153 kw aur.; ant. height above average terrain 1,736 ft., above ground 70 ft. Estimated construction cost $118,520, first year operating cost $115,000, revenue $135,000. P.O. address 15th & Lehigh Ave., Philadelphia, Pa. Studio location Flagstaff. Trans. location Mt. Elden. Geographic coordinates 35° 14′ 27″ N. Lat., 111° 35′ 48″ W. Long. Trans. RCA, ant. Prodelin. Legal counsel Smith & Pepper. Consulting engineer George C. Davis. Principals include **Milton J. Shapp**, 30.09%; **Muriel Shapp**, 26.39% and others. Mr. Shapp has interests in several catv systems from New Hampshire to Washington state. Ann. July 17.

Reno, Nev.—Television Reno, vhf. ch. 4 (66-72 mc); ERP 3.728 kw vis., 1.957 kw aur.; ant. height above average terrain 2,918 ft., above ground 76 ft. Estimated construction cost $99,000, first year operating cost $180,000, revenue $240,000. P.O. address First National Bank Bldg., Tampa, Fla. Studio location to be determined. Trans. location Slide Mtn. Geographic coordinates 39° 18′ 47″ N. Lat., 119° 53′ 00″ W. Long. Trans.-ant. RCA. Principals are **Edward I. Cutler** and **Robert E. Wasdon**, 50% each. Mr. Wasdon has interest in WALT Tampa, Fla. Mr. Cutler is attorney. Ann. July 10.

Existing Tv Stations

ACTIONS BY FCC

KTVI (TV) St. Louis, Mo.—Granted mod. of STA to operate with power reduced from 100 kw to 20 kw vis. at its present site until Aug. 19, pending completion of authorized new facilities in St. Louis "antenna farm" area, subject to condition that this grant is without prejudice to such action as Commission may be required to take in future as result of decision of May 8, 1959 of Court of Appeals for District of Columbia Circuit in Sangamon Valley Television Corp. vs. U. S. and F.C.C. By letter, denied opposition by Sangamon Valley Television Corp. (WTAX), Springfield, Ill. (applicant for Channel 2 in Springfield which was removed to St. Louis but has since been remanded to the Commission.) (Most of KTVI's present antenna was destroyed by tornado in February.) Ann. July 16.

WFBG-TV Altoona, Pa.—Granted application, with waiver of Sections 4.151 (b) and 4.162 of rules, for new experimental station in Johnstown (28 miles distant) to operate on same channel as WFBG-TV for testing coverage of deficiencies in WFBG-TV's grade A service area; conditioned that experimental station not engage in commercial operation or rebroadcast regular programs of WFBG-TV; operation restricted to hours that WIIC (TV), ch. 11, Pittsburgh, is not broadcasting between midnight and 6 a.m.; grant not to be construed as finding that regular tv stations which fail to meet minimum mileage separations will be authorized; other conditions. By letter, denied petitions to dismiss or deny Triangle application filed by WJAC Inc. (WJAC-AM-FM-TV) and Rivoli Realty Co. (WARD-TV), both Johnstown, and WIIC Inc., (WIIC), Pittsburgh. Ann. July 16.

APPLICATION

***WNED-TV Buffalo, New York**—Request for STA to broadcast non-commercial educational television programs on ch. 17, Buffalo, N.Y. for 90 day period commencing Sept. 8, 1959. Ann. July 21.

CALL LETTERS ASSIGNED

WHYZ-TV Duluth, Minn.—WDUL Tv Corp. Changed from WDUL-TV.

WLUK-TV Marinette, Wis.—M & M Bcstg. Co. Changed from WMBV-TV.

New Am Stations

ACTIONS BY FCC

Riverhead, N. Y.—Patchogue Bcstg. Co. Inc. Granted 1570 kc, 1 kw, DA-D. P.O. address Box 651, Patchogue, N. Y. Estimated construction cost $14,865, first year operating cost $45,000, revenue $55,000. Owners are **Lee Morrison** (35.9%), **Olga Moskowitz** (33.4%) and others. The Patchogue Bcstg. Co. operates WPAC Patchogue, N. Y. Denied petition by WQXR, claimed interference found not objectionable. Ann. July 16.

Farmville, N.C. — Farmville Bcstg. Co. Granted 1250 kc, 500 w D. P.O. address Box 24, Farmville, N.C. Estimated construction cost $21,000, first year operating cost $36,000, revenue $48,400. Owners are **R. E. Mayo** (75%) and **J. H. Mayo** (25%). R. E. Mayo is farm equipment manufacturer; J. H. Mayo is chief engineer WHNC Henderson, N.C.

and owner of tv servicing firm. Ann. July 22.

Tiffin, Ohio—Malrite Bcstg. Co. Granted 1600 kc, 500 w DA-D. P.O. address 2739 N. 12th St., Sheboygan, Wis. Estimated construction cost $19,420, first year operating cost $44,283, revenue $66,000. Equal partners are **Robert G. Wright** and **Milton Maltz**, co-owners of WPLY Plymouth, Wis. Ann. July 22.

Silsbee, Tex.—Harvard C. Bailes and **Val D. Hickman** d/b as **The Hardin County Bcstg. Co.** Granted 1300 kc, 500 w D. P.O. address % Mr. Bailes, Box 487, Cleveland, Tex. Estimated construction cost $19,225, first year operating cost $36,000, revenue $50,000. Mr. Bailes, licensee-manager KVLB Cleveland and Mr. Hickman, lumber interests, will be equal partners. Ann. July 22.

APPLICATIONS

Cartersville, Ga.—Bartow County Bcstg. Co., 1270 kc., 500 w D. P.O. address Box 91, Marietta, Ga. Estimated construction cost $9,075, first year operating cost $30,000, revenue $36,000. Principals are **James M. Wilder,** 51%; **Don H. Kordecki,** 24½%, and **Ralph D. Ruff,** 24½%. Messrs. Wilder and Kordecki have interests in WBIE Marietta, Ga. Mr. Ruff is agent for Georgia Bureau of Investigation. Ann. July 21.

Kailua, Hawaii—Egal Radio, 1130 kc., 1 kw. P.O. address 155 Montgomery St., San Francisco, Calif. Estimated construction cost $39,300, first year operating cost $66,000, revenue $78,000. Applicants are **Roger** and **Alice Cooke Kent,** 50% each. Mr. Kent is attorney. Ann. July 21.

Winnsboro, S.C.—Fairfield Bcstg. Inc., 1250 kc., 500 w D. P.O. address Box 298, Winnsboro. Estimated construction cost $15,521, first year operating cost $24,000, revenue $28,000. Principals are **Dr. Albert E. Cremer, Harold Kline, Sol S. Kline, Morris A. Kline** and **Paul H. Meyer** (each 18%) and **John A. Martin** (10%). Messrs. Kline have interests in Kline Iron & Steel Co. Mr. Meyer is employe of Kline Iron & Steel. Dr. Cremer is surgeon and Mr. Martin is attorney. Ann. July 22.

Existing Am Stations

ACTIONS BY FCC

WNAX Yankton, S.D.—By letter, denied petition to reconsider and vacate May 14, 1958 telegram directing WNAX to refrain from further operation of its authorized daytime (non-directional) facilities (570 kc, 5 kw, U DA-N) prior to local sunrise. Ann. July 16.

KCOG Centerville, Iowa—Granted application to change from unlimited time operation (1400 kc. 100 w) to specified hours. Ann. July 16.

APPLICATIONS

WAMS Wilmington, Del.—Mod. of cp, which authorized increase daytime power and install directional antenna day and night (DA-2) to change to DA-3 (using two patterns daytime). (1380 kc). Ann. July 17.

WEZJ Williamsburg, Ky.—Cp to increase power from 500 w to 1 kw and install new trans. (1440 kc). Ann. July 20.

WHOU Houlton, Me.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. July 20.

WLLH Lowell, Mass.—Cp to increase daytime power from 250 w to 500 w. (1400 kc). Ann. July 21.

WLLH Lowell, Mass., (Lawrence Amplifier)—Cp to increase daytime power from 250 w to 1 kw. (1400 kc). Ann. July 21.

WEVE Eveleth, Minn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. July 17.

WTSV Claremont, N.H.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann July 21.

WGHQ Saugerties, N.Y.—Cp to increase power from 1 kw to 5 kw, change ant.-trans. and studio location, make changes in DA system and ground system, install new trans. and change station location to Kingston, N.Y. (920 kc). Ann. July 22.

KSIW Woodward, Okla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. July 22.

WTIV Titusville, Pa.—Cp to change frequency from 1290 kc to 1230 kc, change hours of operation from D to Unl., using power of 250 w. N and 500 w. daytime and make changes in transmitting equipment. (1290 kc). Ann. July 17.

KBYG Big Spring, Tex.—Cp to increase power from 100 w to 250 w. (1400 kc). Ann. July 17.

WISV Viroqua, Wis.—Cp to increase power from 500 w to 1 kw and install new trans. (1360 kc). Ann. July 20.

CALL LETTERS ASSIGNED

KWCX Willcox, Ariz.—Paul Merrill.
KAJI Little Rock, Ark.—KGHI Inc. Changed from KGHI.
KCJH San Luis Obispo, Calif.—Valley Electric Co.
WDEE Hamden, Conn.—Vincent De Laurentis.
WLCY St. Petersburg, Fla.—WTSP Inc. Changed from WTSP.
WELE South Daytona, Fla.—Quality Bcstrs. of Daytona Inc. Changed from WDAT.
WPLO Atlanta, Ga.—Plough Radio Inc. Changed from WAGA.
KOHO Honolulu, Hawaii.—Windward Bcstg. Co. Ltd.
KEST Boise, Idaho.—Boise Bcstg. Assoc.
WAIK Galesburg, Ill.—Webster Bcstg. Co. Changed from WQUB.
WAZY Lafayette, Ind.—J.E. Willis.
WHOU Houlton, Me.—Northern Maine Bcstg. Corp. changed from WABM.
KEYL Long Prairie, Minn.—KWAD Bcstg. Co. Changed from KLOP.
WOTT Watertown, N.Y.—Thousand Islands Bcstg. Inc.
WCRC Scotland Neck, N.C.—John Laurino.
KBEK Elk City, Okla.—Harrison-Huntley Enterprises. Changed from KASA.
WHJA Shelbyville, Tenn.—Bedford County Bcstg. Co.
KTOD Sinton, Tex.—Southern Bcstg. Corp. Changed from KANN.
WBCI Williamsburg, Va.—Williamsburg Bcstg. Co.

New Fm Stations

ACTION BY FCC

Sacramento, Calif.—Bernard R. Ericsson, Keith W. Spaulding, Charles E. Stilgenbauer. Granted 105.1 mc, 17.5 kw P.O. address 3112 Barnett St., Bakersfield, Calif. Estimated construction cost $24,800, first year operating cost $33,600, revenue $36,000. Principals are equal partners. Messrs. Spaulding and Stilgenbauer are physicians. Mr. Ericsson owns medical office building. Ann. July 16.

APPLICATIONS

Manchester, Conn.—Manchester Bcstg. Co., 107.3 mc, 5.29 kw. P.O. address Box 946, Manchester. Estimated construction cost $7,500, first year operating cost $4,500. Applicant is **John Deme,** who owns WINF Manchester. Ann. July 17.

***Kansas City, Mo.—Nazarene Theological Seminary,** 88.1 mc, 10 w. P.O. address 1700 E. Meyer Blvd., Box 6076, Kansas City 10. Estimated construction cost $4,300, first year operating cost $1,000. Ann. July 21.

Existing Fm Stations

APPLICATION

WSHO (FM) Silver Spring, Md.—Mod. of license to change station location from Silver Spring, Md. to Washington, D.C. Ann. July 22.

CALL LETTERS ASSIGNED

KBUZ-FM Mesa, Ariz.—Greater Phoenix Bcstg. Co. Changed from KTYL-FM.
KMER (FM) Fresno, Calif.—Edward W. Stokes Sr.
KWME (FM) Walnut Creek, Calif.—Walnut Creek Bcstg. Co.
WPLO-FM Atlanta, Ga.—Plough Radio Inc. Changed from WAGA-FM.
KXTR (FM) Kansas City, Mo.—Telesound Bcstg. Corp.
KSWI-FM Omaha, Neb.—Council Bluffs, Iowa.
*WOUB-FM Athens, Ohio — Ohio U. Changed from *WOUI (FM).
WCAE-FM Pittsburgh, Pa.—WCAE Inc.
KHGM (FM) Houston, Tex.—Taft Bcstg. Co. Changed from KGUL-FM.
KBRE (FM) Houston, Tex.—Texas Fine Music Bcstrs. Changed from KRBM (FM).
WCCV-FM Charlottesville, Va.—Eastern Bcstg. Corp.
WFAW (FM) Fort Atkinson, Wis.—Blackhawk Bcstg. Co.
WISN-FM Milwaukee, Wis.—Hearst Corp.

Ownership Changes

APPLICATIONS

WRAG Carrollton, Ala.—Seeks transfer of control of **Pickens County Bcstg. Co.** from **R. E. Hook** and **W. E. Farrar,** each present 50% owners to **W. S. Bridges.** Messrs. Hook and Farrar are each selling 5% to Mr. Bridges for total consideration of $9,000. Mr. Bridges is employe of WRAG. Ann. July 17.

KTMP Tempe, Ariz.—Seeks assignment of cp from **John L. Breece** to **Tri-State Inc.** to be owned by Mr. Breece (33⅓%), **Jack F. Grimm,** (33⅓%) and **William H. Clifford,** (33⅓%). Consideration: $5,833. Mr. Breece owns KDOT Reno. Mr. Grimm is in oil business. Mr. Clifford is musical director at Bimbo's 365 Restaurant, San Francisco. Ann. July 17.

KAJS (FM) Newport Beach, Calif.—Seeks assignment of cp from **Arnold J. Stone** to **Westrum Enterprises Inc.** for $2,500. Principals are (one-third each): **Richard L. Wesson, Kolman C. Rutkin** and **John R. Trotter,** ABC Hollywood announcers. Ann. July 22.

KGEN Tulare, Calif.—Seeks assignment of

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license from **McMahan Bcstg. Co.** to **Meldean Upp** for $95,000. Mrs. Upp owns KBMX Coalinga, Calif. Ann. July 17.

KOSI Aurora, Colo.—Seeks transfer of control of **Mid-America Bcstg. Corp.** from **David M. Segal, Floyd Bell** and **Edward M. Guss** to **Armstrong Properties Inc.**, and assignment of license from **Mid-America Bcstg. Corp.** to **Armstrong Bcstg. Corp.** Consideration: $480,000. Purchasers are **W. L. Armstrong,** 40%; **Dorothy Armstrong,** 30%; and **William L. Armstrong,** 30%. W. L. Armstrong is former employe of **Balaban Stations.** William L. Armstrong and wife Dorothy are owners of Denver, Colo. chemical company. Ann. July 15.

KLMO Longmont, Colo.—Seeks assignment of license from **Judson G. Rosebush** to **Radio Longmont Inc.** (Mr. Rosbush, 76%; **William G. Stewart,** 23%). Mr. Stewart, who is paying $7,000 for his interest, is general manager of KWRL Riverton, Wyo. Ann. July 22.

WWNS Statesboro, Ga.—Seeks transfer of control of **WWNS Inc.** from estate of **J. Horace McDougald** (one-third) to **Donald O.** and **William W. McDougald,** each present one-third owners, through retirement of stock to treasury. Messrs. McDougald will each own half interest after transfer. Ann. July 21.

KLEE Ottumwa, Iowa.—Seeks assignment of license from **KLEE Radio Inc.** to **WPFA Radio Inc.** for $62,383 WPFA Radio Inc. owns WCVS Springfield, Ill. Ann. July 22.

WICO Salisbury, Md.—Seeks assignment of license from **Beacon Bcstg. Corp.** to **Delmarva Bcstg. Co.** for $80,000. Purchasers are **Robert E. Doyle** (85%) and **Frank M. Russell** (15%). Mr. Doyle is manager of **Tele-PrompTer Corp.,** Washington office and Mr. Russell is Washington pr consultant. Ann. July 17.

WJDY Salisbury, Md.—Seeks assignment of license from **Salisbury Bcstg. Co.** (partnership) to **Salisbury Bcstg. Co.** (corporation). No consideration or change in ownership involved. Ann. July 17.

KEYC-TV Mankato, Minn.—Seeks transfer of control of **Two-States Television Inc.** from **Monte Appel** to **Walter K. Mickelson** through Mr. Appel's relinquishment of 50% interest in **KNUJ Inc.,** which owns 60% of KEYC-TV. (See KNUJ New Ulm, Minn., below.) Ann. July 17.

KNUJ New Ulm, Minn.—Seeks transfer of control of **KNUJ Inc.** from **Monte Appel** to **Walter K. Mickelson,** through repurchase of Mr. Appel's 50% interest by KNUJ Inc. treasury for $264,000. After transfer, Mr. Mickelson will own 67.56% of KNUJ. KNUJ Inc. has 60% interest in KEYC-TV Mankato. Ann. July 17.

WMFD Wilmington, N.C.—Seeks assignment of license from **Richard A. Dunlea** to **Dunlea Bcstg. Industries Inc.** to be owned by Mr. Dunlea (50%), **Richard A. Dunlea Jr.** (25%), daughters **Emma Hurley** and **Florence D. Curtis** (11.54% each), and **Louise C. Dunlea** (1.92%). No cash consideration involved. Stock transactions are gifts. Mr. Dunlea Jr. is general manager of WMFD. Ann. July 17.

KZIP Amarillo, Tex.—Seeks assignment of license from **Panhandle Bcstg. Co.** (**David P. Pinkston** and **Ray Winkler**) to **Panhandle Bcstg. Co.** (**Leroy Elmore,** Messrs. Pinkston and Winkler) for $11,000. After transfer, each will own 33⅓%. Messrs. Pinkston and Elmore are partners in operation of KDAV Lubbock, KPEP San Angelo, both Texas, and KPIK Colorado Springs, Colo. Ann. July 20.

KLUB-AM-FM Salt Lake City, Utah—Seeks assignment of license and cp from **KLUB Bcstg. Co.** to **KLUB Bcstg. Inc.** owned 99% by **Frank C. Carman.** No consideration or change in ownership involved. Ann. July 17.

WBCI Williamsburg, Va.—Seeks assignmen of license from **Williamsburg Bcstg. Co.** to **Williamsburg Bcstg. Inc.** owned by **Mary** and **Richard S. Cobb.** No consideration or change in ownership involved. Ann. July 21.

KTIX Seattle, Wash.—Seeks transfer of control of **KTIX Inc.** through sale of treasury stock to **Herbert M. Richards,** present 60% owner. After transfer, Mr. Richards will own approximately 70%. Consideration: $15,000. Ann. July 20.

KSPR Casper, Wyo.—Seeks assignment of license from **Donald L. Hathaway** to **Rocky Mountain Tele Stations** for $149,982. Rocky Mountain Tele Stations owns KTWX-TV Sheridan and KTWO Casper, both Wyoming. Ann. July 22.

KUAM-AM-TV Agana, Guam—Seeks transfer of control of **Radio Guam** from **Phi'lip J. Berg** and **Harry M. Engel,** each 45.5% owners, and collectively voting trust for remaining 9%, owned by **William B. Duce** and **John P. Hearne** to Messrs. Duce (4%), Hearne (5%); Berg (45.5%), Engel (22.75%) and **Mrs. Harry M. Engel,** (22.75%). Ann. July 17.

Hearing Cases

FINAL DECISIONS

By decision, Commission waived Sec. 3.28 (c) of rules and granted application of Granite State Bcstg. Co. to change operation of station WKBR Manchester, N.H., from 1240 kc, 250 w, to 1250 kc, 5 kw, DA-2, Unl. Chrmn. John Doerfer not participating; Comr. Robert Bartley abstained from voting. Aug. 21, 1958 initial decision looked toward denying application. Ann. July 22.

By decision Commission adopted, with certain changes, initial decision of March 25 and denied application of Tucumcari Television Inc., for new tv translator station in San Jon, N.M. Ann. July 22.

By decision Commission adopted, with certain changes, initial decision released Aug. 22, 1958, and granted Hardin County Bcstg. Co. cp for new am station to operate on 1300 kc, 500 w, D, in Silsbee, Tex. Ann. July 22.

By order, Commission made effective immediately initial decision of July 2 and granted Malrite Bcstg. Co. cp for new am station to operate on 1600 kc, 500 w, DA-D, in Tiffin, Ohio. Ann. July 22.

By order, Commission, on petition by Farmville Bcstg. Co., made effective immediately initial decision of June 24 and granted Farmville's application for new am station to operate on 1250 kc, 500 w, D, in Farmville, N.C. Ann. July 22.

INITIAL DECISION

Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Sussex County Bcstrs. to increase power of WNNJ Newton, N.J., from 500 w to 1 kw, continuing operation on 1360 kc, D. Ann. July 21.

STAFF INSTRUCTIONS

Commission on July 20 directed preparation of document looking toward further rulemaking in am "clear channel" proceeding to consider feasibility of allocating on 24 clear channels limited number of unlimited-time class II stations of not less than 10 kw power. Location of these stations would be determined on basis of need in areas without primary service and under controlled conditions which would afford protection to class I-A stations on those channels. (Further notice of proposed rulemaking of April 15, 1958 proposed to reserve 12 of 25 clear channels for additional class II stations with power of from 500 to 750 kw and to assign additional class I stations on five of those channels.)

OTHER ACTIONS

By memorandum opinion and order, notice of further proposed rulemaking and orders to show cause, Commission vacated report and order to show cause of March 1, 1957 and proposed further rulemaking which would (1) make Fresno, Calif., multiple-vhf market by deleting 12, *18, 24 and 47 and assigning it channels 2, 5, *7 9, and retaining ch. 53, and in so doing deleting channels 5 and 9 from Goldfield and Tonopah, Nev., respectively; ordered following Fresno stations to show cause why they should not change channels accordingly—O'Neill Bcstg. Co., KJEO (TV) from channel 47 to channel 2; McClatchy Newspapers, KMJ-TV from 24 to 5, and Triangle Publications Inc., KFRE-TV from 12 to 9; and (2) subject to obtaining Mexican concurrence, add channels 8 and 12 to Bakersfield present chs. 10, 17, 29 and 39. Pleading inconsistent with above proposals were denied. Comr. Robert Bartley dissented; Comr. T.A.M. Craven not participating.

By notice of proposed rulemaking, Commission invites comments to conflicting proposals to assign additional vhf channels to either Sacramento or San Francisco as follows:

By Capitol Radio Enterprises (KGMS-TV, ch. 46, Sacramento) to substitute ch. 11 for ch. 12 in Chico, assign latter channel to Sacramento and delete ch. 46 from that city, which would then have channels 3, *6, 10, 12 and 40;

By S.H. Patterson (KSAN-TV, ch. 32, San Francisco) to substitute ch. 12 for ch. 11 in San Jose and assign latter channel to San Francisco in addition to latter's four commercial and 1 educational vhf and 5 commercial uhf assignments—2, 4, 5, 7, *9, 20, 26, 32, 38 and 44); and

By E.L. Cord to add channels 2 and 11 (latter for educational use instead of its present ch. *21, which would then be commercial) to Reno, Nev. Reno now has channels 4, 8, *21, and 27.

Commission is not directing any party so affected to show cause why its outstanding authorization should not be modified if any amendment is adopted; any additional procedures which may be necessary can be instituted at later date. Comr. Robert Bartley abstained from voting.

By separate memorandum opinion and order, Commission denied petition by S.H. Patterson to shift educational reservation in Sacramento from ch. *6 to ch. 19 and shift ch. 6 from Sacramento to Stockton and ch. 13 from Stockton to San Francisco for commercial use in these cities.

By report and order Commission made Columbus, Ga., two-vhf market by (1) changing that city's channels from 4, 28 and *34 to channels 3, 9, *28 and 34, and (2) deleting ch. 9 from Dothan, Ala., and substituting ch. 4 there, in addition to Dothan's present ch. 19. At same time, it modified licenses of Columbus Bcstg. Inc., to specify operation of station WRBL-TV on ch. 3 in Columbus instead of ch. 4; Martin Theatres of Georgia Inc., to operate station WTVM (TV) on ch. 9 in Columbus instead of ch. 28; and WTVY Inc., to operate station WTVY (TV) on ch. 4 instead of ch. 9 in Dothan. These orders of modification are conditioned to issuance of specific authorizations after Commission evaluation and acceptance of technical data to be supplied by licensees. In thus terminating proceeding, counter-proposals by Martin Theatres and the Board of Education of the Muscogee County, Ga. School District were granted, and various requests and counter-proposals of Television Columbus, Columbus Bcstg. Inc., Georgia State Department of Education, Middle Georgia Bcstg. Co., and Herald Publishing Co. were denied.

By notice of proposed rulemaking Commission (Comr. Robert Bartley concurring with statement) invites comments to following proposals to change tv table of assignments:

By Capitol Bcstg. Co. (WCOV-TV, ch. 20, Montgomery, Ala.) to delete ch. 8 from Selma, Ala., and assign it to Montgomery in addition to latter's present channels 12, 20, *26 and 32, thus leaving Selma with uhf ch. 58;

By Washington Post Co. to provide third commercial vhf channel in Birmingham, Ala., by shifting ch. 8 from Selma to Birmingham, giving latter city channels 6, 8, *10, 13, 42 and 48;

By Frank K. Spain (WTWV [TV] ch. 9, Tupelo, Miss.) to shift that channel either to (1) Tuscaloosa, Ala., or (2) Columbus, Miss., and shift latter's ch. 4 to Tuscaloosa-Birmingham. Tupelo now has chs. 9 and 38; Tuscaloosa has channels 45 and 51, and Columbus (Miss.) has channels 4 and 28; no channels are now assigned to hyphenated Tuscaloosa-Birmingham area; and

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[TV] ch. 42, Birmingham, Ala.) to assign third commercial vhf channel to Birmingham and second commercial vhf channel to Montgomery by deleting ch. 4 from Columbus, Miss., and adding it to Birmingham; deleting ch. *2 from State College, Miss., adding it to Columbus, Miss. for commercial use, and deleting ch. 8 from Selma and placing it in both Montgomery and, as educational in State College. No show cause orders were issued; any additional procedures which may be necessary can be instituted later.

By memorandum opinion and order, denied petition by Plains Television Corp., licensee of WICS (TV) at Springfield, Ill., requesting rulemaking to substitute ch. 7 for ch. 5 at Mitchell, S.D., and to assign ch. 5 to Sioux Falls, S.D. (Comr. Robert Bartley abstained).

By memorandum opinion and order, Commission denied Oct. 6, 1958 petition by Universal Bcstg. Corp. (KOTN), Pine Bluff, Ark., to intervene in proceeding involving application by Jefferson County Bcstg. Co. for new am station to operate on 1270 kc, 5 kw, D, in Pine Bluff; dismissed as moot certain other motions made in 1958. Comr. John Cross not participating. Supplemental initial decision released Sept. 8, 1958 proposed to grant Jefferson, only remaining applicant. Ann. July 22.

By memorandum opinion and order, Commission dismissed certain requests to enlarge issues in proceeding involving applications by Granite City Bcstg. Co. for new am station on 900 kc, 250 w, D, in Mount Airy, N.C., and Cumberland Publishing Co. to increase power of WLSI Pikesville, Ky. (900 kc, D) from 1 to 5 kw, but added issues relating to program service. Comr. John Cross dissented.

By order, Commission denied motion by Douglas H. McDonald, trustee, permittee of WTVW (TV) ch. 7, Evansville, Ind., to terminate proceeding involving shifting ch. 7 to Louisville, Ky., and requiring WTVW to operate on ch. 31 in lieu of ch. 7. Comr. Fred Ford absent.

By order, Commission denied petition by American Bcstg.-Paramount Theatres Inc., for extension of time from Aug. 3 to Sept. 15 to file comments, and from Sept. 15 to Oct. 15 for replies, in proceeding concerning proposed changes in tv broadcast rules with respect to option time and right to reject network programs. Ann. July 21.

By memorandum opinion and order, Commission denied petition by Capital City Television Inc. (KXLJ-TV ch. 12), Helena, Mont., to reconsider, cancel oral argument, and to designate for hearing matter of applications of Montana Microwave for extension of present microwave system from Missoula to Helena, Mont. Comr. Rosel H. Hyde dissented. Ann. July 22.

By memorandum opinion and order, Commission granted petition by Southbay Bcstrs, applicant for new am station to operate on 990 kc, 500 w, DA-D, in Chula Vista, Calif., and reaffirmed its previous determination that Southbay is legally and financially qualified to operate proposed station. Ann. July 22.

By memorandum opinion and order, Commission retained in hearing status application of Ethel Woodward Williams, *et al.*, executors for Jack Williams deceased, to increase daytime power of WAYX Waycross, Ga., from 250 w to 1 kw; deleted last paragraph of order released Jan. 16, 1959; granted petition of Radio South Inc. (WXLI), Dublin, Ga., to file comment but denied its further request; denied petition by Norman O. Protsman (WMAF), Madison, Fla. Comr. Fred Ford absent. Ann. July 22.

Triad Television Corp. Lansing, Mich.—Consolidated application for new am station to operate on 1010 kc, 500 w, DA-D with already scheduled hearing on applications of Binder-Carter-Durham Inc., and Robert T. Graham for new am stations to operate on 1010 kc, DA-D—Binder with 250 w and Graham with 500 w, in Lansing; new order supersedes April 8 hearing order with respect to issues only. Ann. July 16.

W.H. Hansen, Grabet, Inc., Radio Enterprises, Tucson, Ariz.—Designated for consolidated hearing applications for new am stations to operate on 940 kc 250 w—Hansen for daytime and Grabet for unlimited operation, DA-1. Ann. July 16.

Routine Roundup

BROADCAST ACTIONS

By Broadcast Bureau

Actions of July 17

WAYX Waycross, Ga. — Granted assignment of license to **Radio Station WAYX Inc.**

WOV New York, N.Y.-Carlstadt, N.J.—Granted assignment of license to **Bartell Bcstrs. of New York Inc.**

KFAY Fayetteville, Ark.—Granted assignment of license to **H. Weldon Stamps.**

KXOL Fort Worth, Tex.—Granted transfer all negative control from **C.C. Woodson** *et al.* (as family group) to **Wendell Mayes.**

KZIX Fort Collins, Colo.—Granted license covering change type trans.

KSMA-FM Santa Maria, Calif. — Granted license for fm station.

WAFC-FM Staunton, Va.—Granted license for fm station.

WOTR Corry, Pa.—Granted license covering change in hours of operation, using power of 500 w 1 kw-LS and installation DA-N, changes in ant. and ground system and specify type trans.; remote control permitted.

WAGM Presque Isle, Me. — Granted license covering change in facilities, installation new trans. and DA-1 and change ant.-trans. location.

KEVE Golden Valley, Minn.—Granted license covering change of station location, hours of operation, changes in ground system, installation of DA for nighttime using 500 w N and 5 kw D and installation new trans. for nighttime use (2 main trans.).

WHP-FM Harrisburg, Pa.—Granted license covering change in trans. location and increase in ant. height; ERP 1.54 kw; ant. 784 ft.

WKTY La Crosse, Wis. — Granted license covering increase in daytime power, change in DA from DA-1 to DA-2, changes in DA system and ground system and installation new trans.

KAHI Auburn, Calif. — Granted license covering increase in power and changes in trans. equipment.

KDMA Montevideo, Minn. — Granted license covering changes in facilities, ant. and ground system and installation DA-1 and new trans.

WABQ Cleveland, Ohio — Granted license covering change ant.-trans. and studio locations.

WGTO Cypress Gardens, Fla. — Granted license covering increase in power, installation new trans. and changes in DA system.

WCIL Carbondale, Ill. — Granted license covering installation new trans.

WIVK Knoxville, Tenn.—Granted mod. of license to change studio location and remote control point (same as studio).

KDKA Pittsburgh, Pa.—Granted mod. of license to operate trans. by remote control; conditions.

WCIL Carbondale, Ill.—Granted mod. of license to operate main and auxiliary trans. by remote control.

WMBA Ambridge, Pa.—Granted mod. of license to operate trans. by remote control, using DA-D; conditions.

WINE-FM Kenmore, N.Y.—Granted cp to change ERP to 4.2 kw; decrease ant. height to 225 ft.; change trans. location (sidemount fm ant. on proposed am tower); change studio location; remote control permitted.

WPFM (FM) Providence, R.I.—Granted cp to increase ERP to 20 kw; decrease ant. height to 165 ft.; install new ant. and trans. and change type ant.

KFRC-FM San Francisco, Calif.—Granted mod. of cp to change ERP to 69 kw; ant. to 1210 ft.; and change ant.-trans. location; remote control permitted; condition.

KYA-FM San Francisco, Calif.—Granted mod. of cp to decrease ant. height to 660 ft.; increase ERP to 15 kw; and make changes in ant.; remote control permitted; engineering condition.

KSPL-FM Diboll, Tex.—Granted mod. of cp to decrease ERP to 6.0 kw; increase ant. height to 455 ft.; and change trans. location; remote control permitted.

WBCI Williamsburg, Va.—Granted mod. of cp to change ant.-trans. location, specify studio location and make changes in ant. system.

WQAL Philadelphia, Pa.—Granted mod. of cp to decrease ERP to 7.7 kw; increase ant. height to 720 ft.; change studio location and make changes in ant. system.

Following stations were granted extension of completion date as shown: WBBK Blakely, Ga. to Nov. 4; WGRP Greenville, Pa. to Oct. 3; WICE Providence, R.I. to Oct. 26; WEUP Huntsville, Ala. to Oct. 5; WLIR (FM) Hicksville, N.Y. to Nov. 9.

KALV Alva, Okla.—Granted authority to sign-off at 7 p.m. for period ending Oct. 16, except for special events.

Actions of July 16

WHAP Hopewell, Va.—Granted transfer of control from **Southern Virginia Bcstg. Corp.** to **William L. Willis Jr.** and 32 other stockholders.

WGNI-AM-TV Wilmington, N.C.—Granted acquisition of positive control by **Julius S. Brody** through purchase of stock from **Fred L. Hart** by **New Hanover Bcstg. Co.**

KBMY Billings, Mont. — Granted assignment of license to **Elizabeth H. Brown,** *et al.*

WROM Rome, Ga.—Granted assignment of license to **Dean Covington** and **Charles E. Doss.**

Granted licenses for following fm stations: KBCL-FM Shreveport, La.; WYFI Norfolk, Va.; WEKZ-FM Monroe, Wis.

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tions: KFHA Lakewood, Wash., and specify studio location; WLOD Pompano Beach, Fla.

WTMP Tampa, Fla.—Granted license covering increase in power, installation new type trans., DA-D, and make changes in ground system.

WDEV Waterbury, Vt.—Granted license to use old main trans. as auxiliary trans., daytime; and alternate main trans., nighttime (same location as main trans.).

WRNL-FM Richmond, Va.—Granted license covering installation new ant., increase ant. height to 320 ft., and change ant.-trans. location.

KAGI Grants Pass, Ore.—Granted license covering change in facilities, installation DA-N, new type trans., make changes in ground system and relocate tower on present property.

KOWL Bijou, Calif.—Granted mod. of license to change studio location and remote control point.

KXLY Spokane, Wash.—Granted cp to install new type trans. and change studio location.

KOHU Hermiston, Ore. — Granted cp to install new ant.

WKJB Mayaguez, P.R.—Granted cp to install new type trans.

WRUM Rumford, Me.—Granted cp to install new trans.

KXXL Bozeman, Mont.—Granted cp to install new type trans.

WYLD New Orleans, La.—Granted cp to change ant. - trans. location and make changes in ground system; conditions.

KCCL Paris, Ark.—Granted mod. of cp to install new type trans.

WLIS Old Saybrook, Conn.—Remote control permitted.

WPNC Plymouth, N.C. — Granted extension of completion date to July 30.

Actions of July 15

WARU Peru, Ind. — Granted transfer of negative control of **Stark Bcstg. Corp.** (majority stockholder of licensee corp.) from **S. Lambert Huffman to Geneva P. Schultz.**

WCMW Canton, Ohio—Granted transfer of negative control from **S. Lambert Huffman to Geneva P. Schultz.**

KHSJ Hemet, Calif.—Granted license for am station.

KCBQ San Diego, Calif.—Granted license covering increase in power, change from DA-N to DA-2, change ant.-trans. location and installation new trans. for daytime use (2 main trans.).

Remote control operation permitted for following stations: WQMN Superior, Wis.; KART Jerome, Idaho; WPRO Providence, R.I., while using non-directional ant.

Following stations were granted extensions of completion dates as shown: WJZ-TV Baltimore, Md. to Oct. 4 (main trans. & ant.); WSEE (TV) Erie, Pa. to Nov. 10.

Actions of July 14

KBIF Fresno, Calif.—Granted acquisition of positive control by **Ethan Bernstein** through purchase of stock from **David T. Harris.**

WNNJ Newton, N.J.—Granted assignment of license and cp to **Sussex County Bcstrs. Inc.**

KZUM Farmington, N.M. — Granted assignment of license to **Leola Randolph** and **John Burroughs.**

WFBF Fernandino Beach, Fla.—Granted involuntary assignment of license to **Robert W. Chasse,** as receiver in bankruptcy.

Granted licenses for following am stations: KRFS Superior, Neb.; KCCB Corning, Ark., and change studio location; KGVW Belgrade, Mont.; remote control permitted.

WFKY Frankfort, Ky. — Granted license covering change of studio location and installation new trans.; remote control permitted; conditions.

WFTC Kinston, N.C. — Granted license covering installation of auxiliary trans.

WMBD Peoria, Ill.—Granted license covering installation new type trans.; remote control permitted.

KITT (FM) San Diego, Calif. — Granted mod. of license and SCA and mod. of cp to change name to **Freddot Ltd.**

WBKW (FM) Beckley, W.Va. — Granted mod. of license to operate trans. by remote control.

WQXI Atlanta, Ga.—Granted cp to make changes in DA-N pattern.

WTMJ Milwaukee, Wis.—Granted cp to make changes in non-directional ant. system (increase height, replace north tower) and make changes in ground system; conditions.

WFMW-FM Madisonville, Ky. — Granted cp to increase ERP to 28 kw; make changes in ant. system and trans. equipment; ant. 355 ft.; conditions.

KGRL Bend, Ore.—Granted mod. of cp to install new type trans.

WYNG Warwick - East Greenwich, R.I. — Remote control permitted.

KITE Terrell Hills, Tex.—Rescinded July 6 action which granted license covering change of facilities; installation new trans. and DA-N; make change in ground system and change main studio and station location.

NBC, New York, N.Y.—Granted authority to transmit or deliver television programs to CBC or to any licensed television station in Canada, whether or not such programs are network programs and whether or not they pass through NBC's regular chain facilities.

Following stations were granted extension of completion date as shown: WGTE-TV Toledo, Ohio to Jan. 27, 1960; KHMA (TV) Houma, La. to Jan. 25, 1960; KTSM-TV El Paso, Tex. to Feb. 1, 1960; KBAM Longview, Wash. to Oct. 10; KGRL Bend, Ore. to Oct. 5.

Actions of July 13

WBAZ Kingston, N.Y. — Granted assignment of cp to **Big River Bcstg. Corp.**

KBAM Longview, Wash.—Granted involuntary assignment of license to **Hal K. Shade,** receiver in bankruptcy.

KRSI St. Louis Park, Minn.—Granted license for am station.

KNPT Newport, Ore. — Granted license covering increase in daytime power and installation new trans.

WKAZ Charleston, W.Va. — Granted license covering change from DA-2 to DA-N; remote control permitted.

KPER Gilroy, Calif.—Granted license covering increase in power to 1 kw and installation new trans.

WROV Roanoke, Va. — Granted license covering installation of alternate main trans.

KHOG Fayetteville, Ark.—Granted license covering installation of new trans.; condition.

WOI-AM-FM-TV Ames, Iowa—Granted mod. of licenses to change name to **Iowa State U. of Science and Technology.**

***WKAR-AM-FM East Lansing, Mich.**—Granted mod. of licenses to change name to **Board of Trustees of Michigan State U. of Agriculture and Applied Science.**

WRFL (FM) Winchester, Va.—Granted cp to change type trans.

***WMSB (TV) Onondaga, Mich.**—Granted mod. of cps to change name to **Board of Trustees of Michigan State U. of Agriculture and Applied Science.**

KBEC - FM Waxahachie, Tex. — Granted mod. of cp to install new type trans.

WPKM (FM) Tampa, Fla.—Granted mod. of SCA to change subcarrier generators.

Following stations were granted extension

Continued on page 105

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through July 22

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,335	50	120	688
FM	584	41	148	74
TV	466[1]	54	102	123

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through July 22

	VHF	UHF	TOTAL
Commercial	441	79	520[3]
Non-commercial	33	10	43[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through June 30, 1959

	AM	FM	TV
Licensed (all on air)	3,328	578	466[1]
CPs on air (new stations)	49	44	52[2]
CPs not on air (new stations)	123	147	101
Total authorized stations	3,500	769	667
Applications for new stations (not in hearing)	516	49	51
Applications for new stations (in hearing)	163	22	63
Total applications for new stations	679	71	114
Applications for major changes (not in hearing)	649	41	38
Applications for major changes (in hearing)	57	2	19
Total applications for major changes	706	43	57
Licenses deleted	0	1	0
CPs deleted	0	3	1

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

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Consulting Engineer
National Press Bldg.,
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Pilgrim 6-3000
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Commercial Radio Equip. Co.
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Pennsylvania Bldg. Republic 7-2347
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GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
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CONSULTING ENGINEERS
INWOOD POST OFFICE
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ARLINGTON, TEXAS

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Republic 7-6646
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7615 LYNN DRIVE
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OLiver 2-8820

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George M. Sklom, Robert A. Jones
19 E. Quincy St.—Riverside 7-2153
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(A Chicago suburb)

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Consulting Radio Engineer
3802 Military Rd., N. W.,
Wash., D. C.
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Box 2468, Birmingham, Ala.
Phone STate 7-2601
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1316 S. Kearney Skyline 6-1603
Denver 22, Colorado

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Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W. Va. Dickens 2-6281

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

Service Directory

FREQUENCY MEASUREMENT
AM-FM-TV
WLAK Electronics Service, Inc.
P.O. Box 1211, Lakeland, Florida
Mutual 2-3145 3-3819

NUGENT SHARP
Consulting Radio Engineer
809-11 Warner Building
Washington 4, D. C.
District 7-4443

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Phone Jackson 3-5302

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- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum*** • **HELP WANTED 25¢ per word—*$2.00 minimum.***
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- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

New daytime station going on air before first of year seeks versatile, aggressive station manager. Nice city, middle Atlantic location. Write giving full experience and salary requirements to Box 731M, BROADCASTING.

Combination manager and salesman. Will pay top salary and incentive for proven ability. Must be aggressive. Daytimer, midwest location. Box 782M, BROADCASTING.

Manager-sales manager with small investment of $5,000.00 for ¼ interest in station. Real opportunity in a real market. Box 847M, BROADCASTING.

Wanted: Top notch experienced person who knows selling and management who would like to invest and help manage a new am station ready now to be filed for. Must have proven broadcast background, references and ready cash. Box 858M, BROADCASTING.

Sales manager for NYC office of new specialized-programming radio network. National radio sales experience essential. Top salary. Box 898M, BROADCASTING.

Sales

Salesman for midwest station. Will pay top commission and draw to salesman with proven ability. Box 783M, BROADCASTING.

Have immediate opening for good radio salesman with creative ideas for Florida east coast station. Box 831M, BROADCASTING.

Salesmanager—experienced. Great potential with established northern New York station. Write full details including salary requirements. Box 893M, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Californians only. Aggressive salesman needed by medium market regional. Good guarantee and commission plus expenses and incentives. Good client list assures five figure earnings for right man. Write full particulars to Jack Hamilton, KIDD, Monterey, California.

Radio salesman wanted to join number one station in fast-growing market. Guaranteed salary, plus commission. Contact Bob Franklin—Manager, KSWO Radio, Lawton, Oklahoma.

Expanding 5 kw staff. Need combo: salesman-announcer. Apply: Jack Younts, Radio Station WEEB, Southern Pines, N.C.

Arizona's most powerful radio station wants salesmen. Send background and billing figures to George Wallace, Box 5585, Tucson, Arizona.

Announcers

Winter will be here before you know it then you will wish you had answered this ad. This is your opportunity to trade your overcoat in for a palm tree. Florida is calling, offering a swinging dj the finest working conditions, $125 per week to start and relaxation on the beach. Location? Not Miami, but between Miami and West Palm Beach. Air mail your tape and resume now and be the wise one who realizes that opportunity knocks but once. Box 698M, BROADCASTING.

Experienced announcer needed by fulltime station in progressive Georgia small market, near Atlanta. Good working conditions and benefits. Above average salary to right man desiring permanent position. Write Box 700M, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Experienced staff announcer. Eastern chain. Send tape, photo, resume and salary requirements. None returned. Box 728M, BROADCASTING.

Wanted: Top flight staff announcer. Good position open with outstanding mid-west station. Box 736M, BROADCASTING.

Woman announcer-copywriter wanted by successful quality medium market operation. Send details including photo, audition tape, references and salary expected. Box 744M, BROADCASTING.

Chicago fm station needs first phone announcer. Box 764M, BROADCASTING.

Engineer-announcer—emphasis on announcing. 5000 watt daytime, middle Georgia, two station market. Send tape and resume to Box 772M, BROADCASTING.

Experienced, versatile announcer good music station vicinity Cleveland. $125.00 plus opportunity to sell. Send tape and resume. Personal interview necessary later. Box 789M, BROADCASTING.

Top flight voice for production commercials to handle continuity department and small amount of air work each week. Central U.S., medium market. Start $85.00. Send tape of commercial production and all background details. Box 825M, BROADCASTING.

Announcers; engineer; announcer-engineer; 250 under construction, New England ski area; first reply, qualifications, tapes, salary, photo. Box 850M, BROADCASTING.

Attention gals. Fast growing network with new and exciting promotional ideas desiring women announcers, news director, program director, sports, and sales with good voices, personalities, and attractive appearance. Dramatic experience would be an asset. Want women with first-class engineering license—no maintenance. Wonderful opportunity for advancement to management. Experience preferred. Rush tapes, resume, and pictures to Box 851M, BROADCASTING.

Fast-growing country-western station in a large metropolitan market wants you if you're bright, brisk and brief and have a first ticket. Must know the music. Heavy personality. Light engineering. Applications confidential. Position now open. Send letter, photo and non-returnable tape. Box 855M, BROADCASTING.

1st phone only. Illinois station needs top flight voice. Three years experience minimum. No top 40, but tight production. Must be air-salesman. No maintenance. Send commercial tape, background resume and photograph. Start $475.00. Box 857M, BROADCASTING.

Eastern fifty kw station looking for top quality morning man. No top forty screamers please. Willing to pay five figures for right man. Box 887M, BROADCASTING.

Opportunity for married staff announcer. Send resume. Network station, Texas. Box 897M, BROADCASTING.

Opening for experienced adult dj with better-than-average voice. Play-by-play helpful but not mandatory. Send complete details, including snapshot and returnable tape to Manager, KSWS, Roswell, New Mexico.

Announcer, experienced, for 5000 watt indie with local format. Insurance and profit sharing plans. Near Philadelphia. WCOJ, Coatesville, Penna.

Help Wanted—(Cont'd)

Announcers

Wanted: A good solid announcer for central Pennsylvania daytimer. We will pay a worthwhile salary to the right applicant. Contact George Mastrian, WCPA, Clearfield, Penna.

Wanted: Personality dj-engineer $110.00 to $150.00 weekly, no maintenance. Here's security with fast moving 5000 watt music and news operation. Send tape, background. Jim Duncan, WGGH, Marion, Illinois.

Wanted: Really superior announcer for key station of R.F. Lewis Chain. If you will work for less than $125 per week, we don't want you. Excellent working conditions, modern facilities, many extra benefits, progressive adult station. Must produce your own top show with minimum of management advice. Regular, short hours on the air. No split shifts. Selling opportunities open, so that a good man can easily make $10,000 a year. Must be settled, sober and experienced . . . No prima donnas. The only men we have lost in the last 10 years have become managers of our other station. The men with whom you will be working are all from successful station in larger markets. Quickly send tape and photo to Phil Whitney, Manager, Station WINC, Winchester, Virginia.

Do you swing. New expanding organization needs top-flight air men, combination music and news. Rush tape and resume to Stan Major, Program Manager, WIRL, Peoria, Ill.

Immediate opening, experienced fast-paced night dj with tight sense of production. Send tape, photo, resume and references to Bob Cain, P.D., WSKY, Asheville, N.C.

Announcers! Two years commercial experience? Capable writing and/or sales? Seeking management opportunities? Send details, audition tapes, return postage to Maude Lennox Personnel Agency, 630 Fifth Avenue, New York 20, New York.

Technical

Wanted: experienced engineer. Take complete charge engineering department. Excellent position for right man. Box 735M, BROADCASTING.

Young man with first phone who wants experience in engineering and announcing—young staff, all new equipment, small market in northeast. Send full resume, photo and tape to demonstrate voice quality. Box 813M, BROADCASTING.

Wanted: Chief engineer, combination man preferred, for progressive 1,000 watt southeast Georgia station. Send resume, references, photograph, salary expected and sample tape immediately to Box 895M, BROADCASTING.

Experienced transmitter engineer, no announcing required, act as chief. Opening September 1. Reply full details WASA, Havre de Grace, Maryland.

First class engineer, chief duties for remote operation. Maintenance limited, air work as fill in. Excellent opportunity. Write, wire, phone Tom Anderson, WGEZ, Beloit, Wisconsin.

Chief engineer for two station combine. All-around ability required with directional array and transmitter knowledge and experience a must. Good opportunity for advancement for qualified man with a growing and established organization. Write, wire or phone: WPIK, Alexandria, Virginia. Personal interview required.

Help Wanted—(Cont'd)

Technical

Experienced am-fm chief engineer, beginning salary $430.00 month. Very light announcing. Contact General Manager, S.A. Hasson, WROY, Carmi, Illinois with complete resume.

Immediate opening for chief engineer. Good pay, good working conditions, permanent. Write, wire or phone collect S. J. Hepburn, Terminal 1-1278, Fort Worth, Texas with references.

Production-Programming, Others

Public relations-promotion manager, radio/tv operation Ohio area. A good air man with a background of practical experience in announcing, continuity and production. Married; veteran; age 30-35; capable public speaker and mc. A steady, dependable and personable man, capable of producing sales brochures, market data, sales service, trade paper news and advertising copy, promotional gimmicks and feature program specialties. Aggressive, but not high pressure. Box 680M, BROADCASTING.

Newsman to write and air local news, handle mobile unit, remotes on successful station. Must know how to produce human interest features as well as spot coverage. Send details, audition tape, photo, salary expected. Box 745M, BROADCASTING.

Wanted: Assistant sports director, major midwest radio-tv affiliate. Strong on reporting. Some play-by-play. Send tape, both studio and play-by-play, picture, resume, to Box 852M, BROADCASTING.

Wanted, outstanding production man to create and tape production commercials, tape and edit special event features, handle three hour daily popular music show. Excellent salary. Resume, sample tapes, photo to Manager, WCSH-Radio, Portland, Maine.

News editor for metro market. News is our top commodity so experience and enthusiasm are essential. Pay and incentives above average for the area. WRRR, Rockford, Illinois.

Arizona's most powerful radio station wants hip color radio pd. Send tape, etc., to George Wallace, Box 5585, Tucson, Arizona.

RADIO

Situations Wanted—Management

Proven, young, energetic sales manager earning $10,000 ready for general manager position. Top announcer, creative producer-writer, sales leader. Experienced both major and small markets. Fresh, imaginative ideas. Married. College. Civic-minded. Best references. Prefer west. Do you have challenge for me? Box 628M, BROADCASTING.

Radio executive ambitious to manage, sell and promote small-medium market 250—5 kw independent non-union adult station whose honest owners value the community interests of their listeners and the sales needs of their clients. Anxious to build profitable-proud good-music. "Home Town" station. Experienced all phases radio-tv, dependable, young, married, family, college, ambitious, no-clockwatcher. Must have free-hand within limits of realistic budget. Will consider all markets. Box 775M, BROADCASTING.

General manager ten years. Best references. Prefer south east. For resume, write Box 812M, BROADCASTING.

Station manager, r/tv. Capable. Programming and sales. Proven record. Box 817M, BROADCASTING.

Attention absentee and inactive owners: If you have the facility with a potential, I have proven ability and money to invest. Box 826M, BROADCASTING.

Presently managing kilowatt daytimer. 1st ticket, sales, announcing, programming. Desire work week no longer than 168 hours. Young, aggressive, ambitious. My method: . . . Soft sell. My results: . . . 20% gross increase. $150 minimum required. Box 861M, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Commercial manager in major market wants to return to management in small market. Age 34, family, know all phases, ticket. Box 865M, BROADCASTING.

Account executive-broadcast time sales experience: (All NYC) local station-network representative; 12 years diversified sales. Intangibles and tangibles; age 34, single; self-starter, creative, thorough, fine track record; management skills tv also. Interested relocating/travel; associated field ok. Advise details 1st letter for quick action. Box 883M, BROADCASTING.

Florida station managers: Know the story of WHOO, Orlando (6th to 1st in seven days) and WALT, Tampa-St. Pete (The modern in Florida's second market)? The man who programmed both available. Gold-plated references. Roy Nilson, 970 Eldorado, Clearwater (Ph 33 4131).

Sales

Impeccable references, background, earnings demonstrate aggressiveness, intelligence, character. Mature (35), choosy; yet adaptable. Brief sales (1½ years), 17 years metropolitan broadcasting provide merchandising, national rep, retailing, promotion, programming-sales comprehension. Large market only or small market with management-ownership proviso. Box 537M, BROADCASTING.

Salesman. Young enough to switch to broadcasting. Good background, references. Box 819M, BROADCASTING.

Salary secondary to opportunity. I specialize in tough sales problems, am seeking challenging sales managership. Top biller five years major eastern market, two years multi-station. Aggressive, hard working, team player, late thirties, church member. Box 830M, BROADCASTING.

Announcers

Announcer, 34, top news and commercial man; first ticket, dim view top 40s. Box 720M, BROADCASTING.

Negro seeking position as staff announcer. Well trained. Excellent voice. College background. Can operate board. Complete resume. Box 814M, BROADCASTING.

Announcer, young. Intelligence, determination chief assets. Operate board. Tape available. Box 815M, BROADCASTING.

Announcer: Experienced all phases. Production conscious. News background. College trained. Dependable. Sober. Prefer midwest or east. Box 821M, BROADCASTING.

Newscaster, 25, BSJ, vet.; photography, radio and newspaper experience. Wants news job on radio or tv station strong on local news. References. Box 823M, BROADCASTING.

N.Y.C., Philadelphia, Baltimore areas. $120 base. 6 years experience. Personal audition only. Box 833M, BROADCASTING.

Ability to handle tight commercial schedule on smooth show. 3½ years experience in all phases. Good working conditions and stability necessary. Washington or Oregon only. Family man. Box 839M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Ace sportscaster, salesman-announcer. 6 years. 1st phone. TV and/or radio sports and sales. College grad. Top references. Relocate. Box 840M, BROADCASTING.

Have license, will travel. Experienced announcer wants to sell, also. Minimum $110. Box 841M, BROADCASTING.

Negro announcer, experienced. Gospel, r&b, pop, ideal staff. Wants future. Box 842M, BROADCASTING.

Announcer-copywriter. Mature college M.A. and broadcasting school. Experienced free-lance adman. Sacrifice salary for opportunity. Box 844M, BROADCASTING.

Announcer, 2 years experience. Married, 30, veteran. Reliable, good delivery. Box 845M, BROADCASTING.

Southwest's top country dj. Proven 1 and 2 rating against all comers for decade same location. Reached top, want advancement. Smooth, deep, friendly network quality. All types announcing 15 years. Box 846M, BROADCASTING.

Sports announcer, seven years background play-by-play. Top references. Box 848M, BROADCASTING.

I'll bring life, personality to your c&w programming. Sponsors, audience will buy. Can cut others. Need chance. 3 years board. Box 853M, BROADCASTING.

Companion of early risers. No 40 advocate. Will double as newsman. — Want position which offers advancement to news head. Chicagoland. Box 868M, BROADCASTING.

Top-notch, experienced sportscaster looking for step-up. Strong play-by-play all sports. Box 864M, BROADCASTING.

The up-n-at-um show for nearly all weightlifters! Box 869M, BROADCASTING.

Can sell! Ad-lib, realize salesmanship means all brisk news reporting. Married, will stay at job with future. College grad. Box 866M, BROADCASTING.

Morning sign-on—midwestern station. No gimmick man—adult appeal. Imaginative. Box 870M, BROADCASTING.

Hockey announcer, has worked with Danny Gallivan, Fred Cusik, New York-Rangers and John Blair & Co. Excellent on all sports. Box 877M, BROADCASTING.

Getting out of bed—That's weightlifting! Right-side-of-the-bedders prefer the up-n-at-um show. Front man community activities. Pen air news. Box 871M, BROADCASTING.

Country music dee-jay with thorough knowledge of radio. Strong on news. Am studying for first phone. Young. Family man. Write Box 880M, BROADCASTING.

Aimost opposite modern fast pace. Five minute newscasts—dynamic, exciting, informative. Box 872M, BROADCASTING.

Daybreak man. Adult appeal. Genuine personality. Good news—desk, air. Box 873M, BROADCASTING.

FULL TIME MIAMI, FLORIDA RADIO STATION

Looking for DJ who thinks he knows the right answers

Send tape, complete background and a picture not over 3 months old to:

Box 836M, BROADCASTING

Situations Wanted—(Cont'd)

Announcers

Fast-paced personality with experience, showmanship and ability to produce desires spot to do own show. Prefer Washington, Baltimore, Philadelphia, New York and prefer live audition and interview. Write Box 885M, BROADCASTING.

Announcer desires permanent western Montana. Extensive radio-television, including 5 kw large market morning man. College and radio school. Copy and sales experience. Young, creative, aggressive. Excellent references. Currently pd. Box 886M, BROADCASTING.

Country music dj, available. Best references, experienced, reliable, creative. Know programming, promotion. Box 888M, BROADCASTING.

Sports play-by-play. Also newsman. None other. $125 minimum. Box 890M, BROADCASTING.

First phone. No maintenance. Announcing experience. Young and single. Available immediately. Box 1992, Andrews, Texas. Phone LA 3-3604.

Six years experience, $70. Bill Dillner, 3748 Sheffield, Chicago 13.

College graduate with two years radio experience ned, dj. Would like radio or tv. Presently employed. John Froyd, 1523 St. Germain, St. Cloud, Minn.

Negro announcer-dj capable of handling all markets, ambitious, eager to get ahead, not afraid of hard work. Edward Green, 265 E. Columbia St., Hempstead, L.I., N.Y.

Young man just graduated from professional broadcasting school would like opportunity east. Strong on commercials, news, sports. Also would like top-forty show. Board experience, reliable. Will work hard. Call or write Monte Hale, YMCA Hotel, 826 S. Wabash Ave., Chicago 5, Ill.

Young announcer. Well trained. Bud Hamond, 568 Mathew, Gary, Indiana.

Top-notch country dj and salesman. Can sell own shows and others. Ten years experience. References. Curley Wilson, 713 Irwin Ave., Chillicothe, Ohio, or phone Prospect 3-0167.

Technical

Florida opportunity wanted. First phone. Experienced radio, tv, and communications. Box 579M, BROADCASTING.

Chief engineer, experienced, desires daytime station in south Florida. Reply Box 806M, BROADCASTING, or phone Cocoa, Florida, NE 6-1499.

Fully experienced, hard working chief available. Prefer competitive market in Texas-Louisiana area. Box 811M, BROADCASTING.

Chief engineer. Ten years radio. Studio and transmitter maintenance. Remote control. Box 832M, BROADCASTING.

1st phone, light announcing, board, maintenance, some tv. Non-driver. Box 837M, BROADCASTING.

First phone, presently employed as chief engineer-announcer, desires employment upper midwest. Box 843M, BROADCASTING.

Engineer: First phone—ten years in am-fm experienced in studio, master control and transmitter as well as remote control of 5 fm station network. Want permanent position with good future. Box 892M, BROADCASTING.

Chief engineer-announcer. Well qualified-experienced. Good voice. Dale Woodbine, Phone 291-R, Tifton, Ga.

Production-Programming, Others

Woman newswriter and editor; seven years general news on dailies and top metropolitan radio news department; A.B. degree; seeks midwest newswriting position. Box 805M, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Newsman-announcer, 36, quality voice, married, dependable. Sixteen years commercial radio, including ten years newswriting experience. Prefers non top 40 station, news or staff. Tape, resume available. Box 824M, BROADCASTING.

Want job with future as news director. Also record player. Box 867M, BROADCASTING.

I've reached the peak salary in this market as continuity director. I have six years experience in radio-tv continuity, merchandising, and promotion. Creative, sober, family man, college degree. My employer is happy with me and would be happy to talk with you about my abilities. Box 882M, BROADCASTING.

Attention California: Newswriter-newscaster desires position with progressive organization. 13 years radio background. Experienced in "news digging", writing, announcing. Box 896M, BROADCASTING.

TELEVISION

Help Wanted—Sales

Experienced tv salesman for Chicago representative. Prefer man age 25-32. Box 170M, BROADCASTING.

New local tv programming creates growth opportunity for stable executive type salesman. A little radio or tv time sales experience and much ability on your part along with my help and leads to get you started should result in $8,000 to $10,000 commission per year soon and more in future. Salary first 6 months. Send resume and photo to Keith Oliver, Sales Manager, WJIM-TV, Lansing, Michigan.

Announcers

Staff tv announcer for San Diego station. Must have good on-camera personality. Include photo with resume. Write Box 664M, BROADCASTING.

TV personality. Want accomplished, creative on-camera performer for top market station. Morning show, no staff work. Eastern market. No beginners. Send tape, picture and resume to Box 859M, BROADCASTING.

Wanted. On camera announcer with good delivery and ability to deliver selling commercials. Station now expanding facilities to cover all north Texas and southern Oklahoma. Apply by letter only to C. I. Hinkle, KXII-TV, Ardmore, Oklahoma.

Excellent opportunity for proven tv performer or announcer who has already reached high professional standard in radio and who wants to get into television. Leading radio-tv operation will consider top air salesman for combination position. WSAV Radio-Television, Savannah, Ga.

Technical

Wanted: Assistant chief engineer for Florida vhf. Prefer man with RCA studio and transmitter maintenance experience. All replies given careful consideration. Send resume and salary requirements to Box 854M, BROADCASTING.

TV studio engineer. Prefer experience, but radio experience and desire to learn tv would be adequate. Air mail full details to Manager, KSWS-TV, Roswell, New Mexico.

Chief engineer for tv station now expanding facilities. If you are qualified to step up to full responsibility of chief engineer and technically qualified and capable of employing and supervising personnel, write your application to C. I. Hinkle, KXII-TV Ardmore, Oklahoma. Facility is being expanded to cover north Texas and southern Oklahoma and opening is immediate.

TV engineer—Leading vhf has opening for transmitter operator with first class license. Actual tv experience not required. Prefer young man with fundamental knowledge and aptitude who can learn quickly under proper supervision. WSAV-TV, Savannah, Georgia.

Help Wanted—(Cont'd)

Production-Programming, Others

Public relations-promotion manager, radio/tv operation Ohio area. A good air man with a background of practical experience in announcing, continuity and production. Married; veteran; age 30-35; capable public speaker and mc. A steady, dependable and personable man, capable of producing sales brochures, market data, sales service, trade paper news and advertising copy, promotional gimmicks and feature program specialities. Aggressive, but not high pressure. Box 680M, BROADCASTING.

Production supervisor. Position opening in long established, south central vhf, CBS basic station. Excellent facilities and staff. Send full details as to experience, salary requirements, references. Must possess leadership, creativeness, production know-how, desire to work. Box 794M, BROADCASTING.

Experienced director-switcher. Accurate, attentive to details. Able to direct others amicably. Medium size mid-west station. Box 834M, BROADCASTING.

Expanding midwest tv seeks commercially experienced directors, announcers, engineers, film editors, studio cameramen. Need complete resume. Box 863M, BROADCASTING.

TELEVISION

Situations Wanted—Sales

Producer-director. Thoroughly experienced all phases production, desires sales position. Box 875M, BROADCASTING.

Announcers

Announcer, experienced. Versatile. News. Commercials. Special shows. Steady. Cooperative. Box 818M, BROADCASTING.

Television announcer: 25 years old, married, three children. 2½ years experience all phases tv announcing, 9 years radio, plus college. Box 827M, BROADCASTING.

Complete tv sports staff, for the price of one. You'll get tv sportscaster 10 years experience on camera. Excellent background in production, writing, live commercials, sports interviews, film coverage, editing. 37, family. Top salary investment will return top dividends. Box 828M, BROADCASTING.

6 years radio, 2 tv announcer. Past tv-pd, past radio pd. Now radio pd-vice president. Want back in tv. Announce on camera, booth. Mid-west please. Box 856M, BROADCASTING.

Technical

Chief or studio supervisor. 8 years experience in all phases television operation and maintenance. Prefer eastern U.S.A. Conscientious worker. Best references. Box 807M, BROADCASTING.

Recent graduate of "TV Workshop," first phone, closed circuit experience, young, willing to travel, seeking position as studio or transmitter technician. Box 808M, BROADCASTING.

Studio supervisor desires to relocate midwest area. Strong on quality control and maintenance. Presently employed. Box 838M, BROADCASTING.

Production-Programming, Others

Production assistant, five years experience large market, desires relocate small market as production manager. Salary open, family, college graduate, highest references. Box 477M, BROADCASTING.

I want to make you more money, and I can do it. Presently employed medium station program director with outstanding operations record hidden under local bushel. Will step down for chance to advance in progressive station. Box 632M, BROADCASTING.

Program director, 7 years tv, 2 years as program director major market experience. Available personal interview. B.A., family, mature, honest, able. Box 779M, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Producer, director, switcher seeks challenging job west of Chicago. Have directed all types programs from Bach to Baseball. Over 10,000 hours directing live programs. Top references. Box 780M, BROADCASTING.

News director and newscaster-tv. Top rated in medium large market. Box 809M, BROADCASTING.

Writer-producer-director. Practical experience, local, regional. Creative. Versatile. Box 816M, BROADCASTING.

Available September—Production manager. Eight years network experience. For resume and information write Box 849M, BROADCASTING.

Experienced director. Family all phases production. Plenty know-how. Creative ability. Box 874M, BROADCASTING.

New York tv school grad. Looking for actual experience in tv production. Excellent music background. Willing to work hard. Box 881M, BROADCASTING.

Please see continuity-promotion ad under 'Radio: Situations Wanted, Programming.' Box 882M, BROADCASTING.

Television director—Available immediately. B.S. Radio-Television Indiana University. Experienced all phases. Complete personal history and references ready to send. David E. Rice, 625 West Washington Street, South Bend, Indiana. CEntral 3-2531.

FOR SALE

Equipment

For Sale: 1 Presto-85E recording amplifier with 2 recording mechanisms model 6N. Box 550M, BROADCASTING.

RCA BTF-3B fm transmitter. 3 kw output. Details. Box 725M, BROADCASTING.

Ampex 401A's, push-button controlled, in good shape—$450. Box 822M, BROADCASTING.

Presto-type 6N recorder with 2-speed screws. Used only 6 months. Only $500.00. McIntosh-30 watt hi-fi amplifier. Model MC-30. Type. A-116-B. Only $150.00. Box 889M, BROADCASTING.

Gates 250B fm transmitter, with tubes and crystal, excellent condition. Box 860M, BROADCASTING.

2-CB-11 Gates turntables $100.00 each. 2-RCA transcription arms $30.00 each. P.O. Box 433; Terre Haute, Indiana.

Tapak triplex model portable tape machine. Excellent condition. Contact Don Abitz, Radio Station KDTH, Dubuque, Iowa.

RCA 76B5 audio console with power supply as is. Monitor amplifier removed from equipment but is included in price of $200.00. You pick up at Fort Wayne. WANE-Radio, Fort Wayne, Indiana.

Will have available soon for sale one Lehigh 212-foot self supporting tower complete. Also approximately 1000 feet of rigid 7/8" co-ax transmission line. Make an offer to Marvin Seimes, Chief Engineer, WGNY, 161 Broadway, Newburgh, N.Y.

Flashcasting Trans-Lux news sign . . . 61' x 4'5". Complete remote control equipment. Good working condition. Reasonable. WRVM, 130 Clinton Avenue South, Rochester 4, N.Y.

RCA 3-bay, Channel 3 (or 2) tv antenna. 150-ft., 40-lb. heavy-duty Ideco tower. 320 ft. 3 1/8" Com. products coaxial line, elbows, hangers, fittings, etc. All in excellent condition, in use atop downtown office building. Sell less than half cost. WSAV-TV Savannah, Georgia.

Weather warning receivers for Conelrad and Disaster Weather Warnings Air Alert II—$46.50. Air Alert I—$89.50. Miratel, Inc., 1082 Dionne St., St. Paul 13, Minn.

FOR SALE

Equipment—(Cont'd)

Complete radio broadcasting equipment—RCA model 5 DX transmitter, 5 kw, now operating in good condition on 1150 kc. Includes three Blaw Knox self-supporting antenna, 223, 223, and 465 feet high, tower beacon equipment, transmission lines and couplers, monitoring and metering devices, and text equipment. Sealed bids will be opened at 2:00 P.M., CST, August 25, 1959. Address inquiries and requests for bid forms to Director of Business Affairs, East Baton Rouge Parish School Board, P.O. Box 2950, Baton Rouge, Louisiana.

WANTED TO BUY

Stations

Looking for us? We're looking for you. Small market station our goal. West preferred. Considerate and reasonable with your offer. Let us hear from you. Box 627M, BROADCASTING.

Want best western station $15,000 will buy. Particularly interested in far west or northwest. Box 810M, BROADCASTING.

Equipment

Tape recorder, professional type, rack mounted or portable. Box 726M, BROADCASTING.

Wanted: Used RCA orthicon camera chain in good condition. Reply to Box 852M, BROADCASTING.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

F.C.C. license in six weeks. Inexpensive, practical. Resident class August 3. Pathfinder, 510 16th St., Oakland, Calif.

MISCELLANEOUS

Proven plan efficient, economical radio operation. $2.00. Elko Radio, Box 311, Sylva, N.C.

Ready for Fall? For discriminating sponsors, order custom radio spots. No jingles. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Qualified consulting engineer. Specializing in daytime applications, frequency surveys, and power increases. Area west of the Mississippi. Douglas F. Mariska, 1006 East 16th Avenue, San Mateo, California.

RADIO

Help Wanted—Sales

SALESMAN

Required to head up Chicago office of rating organization. Research background and sales ability. Age limit 26-34. Address replies to American Research Bureau, Tribune Building, Chicago, Illinois.

RADIO

Situations Wanted—Sales

SALES OPPORTUNITY

Large eastern group is expanding radio and television sales staffs at its stations. These are career positions, paying salary and commission, with unparalleled opportunity to move into management if you are qualified.

Box 792M,
BROADCASTING

Technical

SALES ENGINEER AUDIO PRODUCTS

Immediate opening for broadcast engineer experienced in all phases of audio equipment and audio systems. Responsible position in sales office of leading broadcast equipment manufacturer. Limited travel. Complete company benefits. Send complete resume and photo.

Box 602M, BROADCASTING

RADIO

Situations Wanted—Management

STATION MANAGER

Available on or before August 15th. Present property sold at 6-figure capital gain after I tripled billings. Write Box 820M, BROADCASTING.

Sales

I'LL SPLIT MY SALARY WITH YOU FOR THE RIGHT JOB NEAR HARTFORD

TV sales specialist N.Y. earning $25,000 has private interests 45 miles from Hartford. Seeks permanent 4 day weekly tv, radio or agency connection — Hartford, Holyoke, Springfield Area. Subdividing existing budgets not my specialty—Creative selling is. Check your challenge against my record—Available in detail. You'll recognize my references.

Box 876M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

AIR PERSONALITY

Top ten markets (no top 40). 16 years experience—good voice, "friendly-persuasive-style" or "hard sell". Prefer the "friendly". Also on-camera TV experience, interviews and audience-participation. Radio and/or tv.

Box 829M, BROADCASTING

TELEVISION

Help Wanted—Announcers

TV ANNOUNCER

Unique TV operation is expanding and needs top voice for booth and some live work. $500.00 a month. Profit sharing. Send tape, photograph, and resume to R. H. Anderson, KVOS-TV, Bellingham, Washington.

Technical

Communications

RCA

BROADCAST FIELD ENGINEERS

Qualified applicants should possess first class radio-telephone license, good technical schooling and two or three years' maintenance experience on TV studio or TV transmitter equipment.

These positions will pay top salaries. Liberal RCA benefits included.

For personal interview, please send a complete resume of your education and experience to:

Mr. Edward J. McGarrigan
Employment Manager, Dept. YP-IG

RCA Service Company
Cherry Hill, Camden 8, N.J.

Situations Wanted—Management

TV GENERAL MANAGER

Heavy background in sales. Can save you 25% in operating costs. 16 years radio, tv experience.
Box 878M, BROADCASTING.

Production-Programming, Others

ATTN: TV Film Producers and Distributors

For Sale . . .

THIRTY THREE 3 minute Disc Jockey films—Complete vignettes with top actors to be used with standard or pop records on TV. Scored a big HIT in 12 markets where shown. Negatives and unused prints available for quick sale of entire package—Let us send complete information.

Stellar Productions
Box 884M, BROADCASTING.

Employment Service

$ WANT MORE MONEY $
LET "SAM" GET IT FOR YOU
Free registration—Confidential
- Announcers TV & Radio
- Radio Disk Jockeys
- TV & Radio Engineers

Men with 1-4 years experience
Step up to better paying jobs.
PROFESSIONAL PLACEMENT
458 PEACHTREE ARCADE
ATLANTA, GA.
PHONE: JA 5-4841

MISCELLANEOUS

Media Investments Company
6381 Hollywood Blvd.
Los Angeles 28, Calif.
Specializes in serving the general financial needs, buying and selling of stock, floating issues for purchase or expansion of radio and TV businesses.

LOVELY DOGWOOD TREES:

Finest of native trees is Cornus Florida—(White Flowering Dogwood). Cover your property with them at this fantastic price: 3 to 4 feet; 25 for $20.00; 100 for $65.00, 200 for $110.00.

ORNAMENTAL EVERGREENS:

Canadian Hemlock, Rhododendron Maximum, and Mountain Laurel. 2 to 3 ft. 25 for $20.00, 100 for $65.00, 200 for $110.00. Limited Offer. So RUSH your order TODAY. Will make shipment when same is wanted.

W. R. McGuire
Milligan College, Tenn.

STATIONS — FOR SALE

Pacific Northwest Daytimer
Top rated station in good market. 1958 gross, $90,000 with substantial cash flow. 1959 doing even better. $120,000 with 29% down. Excellent terms on balance.
Box 791M, BROADCASTING.

50% Interest for $10,000.

New station. Purchaser to become General Manager.
Box 891M, BROADCASTING

1000 WATT DAYTIMER

Georgia town of 5000. Price $50,000.00 with $20,000.00 down. Valuable Real Estate included.
Box 894M, BROADCASTING.

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

Fla.	Single	500w	$50M	Terms
N.Y.	Single	1kw-D	90M	Cash
S.C.	Single	1kw-D	48M	Terms
Fla.	Small	5kw-D	115M	Terms
Wash.	Small	1kw-D	95M	Terms
Pa.	Second	1kw-D	100M	Terms
N.C.	Second	250w	78M	Terms
Cal.	Second	500w	175M	Terms
Tenn.	Medium	250w-F	85M	Terms
Ky.	Medium	1kw-F	175M	Terms
N.Y.	Medium	5kw-D	250M	Terms
Mich.	Medium	1kw-F	250M	Terms
Miss.	Metro	1kw-D	98M	Terms
Rocky	Metro	10kw	235M	Terms
Fla.	Large	250w-D	250M	Terms
S.E.	Major	5kw-D	225M	Terms
S.W.	Small	AM-TV	275M	Terms
S.E.	Small	VHF-TV	450M	Terms

And others.

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
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Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

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of completion date as shown: KTVI (TV) St. Louis, Mo. to Aug. 19; KLUB-FM Salt Lake City, Utah to Dec. 22; KLSN (FM) Seattle, Wash. to Nov. 25; KPRI (FM) San Diego, Calif. to Nov. 19; WCUE-FM Akron, Ohio to Dec. 31; WLAV-FM Grand Rapids, Mich. to Aug. 12; WLAV Grand Rapids, Mich. to Aug. 12; WEEL Fairfax, Va. to Oct. 12; KGIL San Fernando, Calif. to Jan. 25, 1960; WFAR Farrell, Pa. to Nov. 24.

KROG Sonora, Calif.—Granted authority to sign-off at 6:30 p.m. for period ending Oct. 9.

ACTIONS ON MOTIONS

By Commissioner T.A.M. Craven

Granted petition by Broadcast Bureau for extension of time to Sept. 25 to file exceptions to initial decision in proceeding on applications of Capitol Bcstg. Co. and W. A. Pomeroy for new am stations in East Lansing and Tawas City-East Tawas, both Michigan. Action July 20.

By Chief Hearing Examiner James D. Cunningham

Granted petition by Tri-County Bcstg. Inc. (WHDM), McKenzie, Tenn., for dismissal without prejudice of its am application, and retained in hearing status remaining applications involved in consolidation. Action July 20.

Granted petition by Uintah Bcstg. and Tv Inc. (KVEL), Vernal, Utah, for dismissal without prejudice of its am application and retained in hearing status application of Jack W. Hawkins for new am station in Blanding, Utah. Action July 20.

Granted joint motion by WJPB-TV Inc., and Telecasting Inc., for extension of time from July 15 to July 29 to file proposed findings and conclusions in proceeding on their applications for new tv stations to operate on ch. 5 in Weston, W.Va. Action July 15.

Granted motion by Spartan Radiocasting Co. (WSPA-TV), Spartanburg, S.C., for stay of compliance with *subpoena duces tecum* heretofore issued in proceeding on its application for mod. of cp, pending action by Commission upon its petition for review of examiner's order denying its motion to quash subpoena. Action July 15.

By Hearing Examiner J. D. Bond

Granted motion by New England Television Inc., for leave to amend its application to show substitution of two named and identified individuals as coexecutors of estate of Samuel A. Hamin who was director and stockholder in its corporation—New Bedford, Mass., tv ch. 6 proceeding. Action July 14.

By Hearing Examiner Thomas H. Donahue

Granted motion by Upland Bcstg. Co., for leave to amend its application to correct inadvertent error in plotting maximum expected operating value for proposed operation; on oral request of Broadcast Bureau and with the consent of all other parties, continued hearing from July 15 to July 16 in proceeding on Upland's application for new am station in Upland, Calif., et al. Action July 14.

By Hearing Examiner Isadore A. Honig

Issued order following prehearing conference in proceeding on fm application of Sherrill C. Corwin (KFMC), Santa Barbara, Calif., formalizing certain agreements reached at prehearing conference held on July 14; continued hearing from Sept. 3 to Sept. 16 at 9:30 a.m. Action July 16.

By Hearing Examiner Annie Neal Huntting

Granted oral request by Radio Missouri Corp. (WAMV), East St. Louis, Ill., for continuance of prehearing conference from July 22 to Sept. 22 in proceeding on its am application. Action July 20.

Granted petition by Inland Empire Bcstg. Co., Price, Utah, to extent of accepting amendment to change frequency from 600 kc to 1050 kc and for related changes and removed application from hearing; on oral request of William Parmer Fuller III, Salt Lake City, Utah, advanced hearing date from Sept. 11 to July 31 in am proceeding. Actions July 14 and July 15.

By Hearing Examiner H. Gifford Irion

Granted motion by Broadcast Bureau for extension of time from July 17 to July 22 to reply to petition by Jose R. Madrazo for leave to amend his am application. Action July 21.

Designated August 5 date for filing proposed findings in proceeding on application of Paul A. Brandt for am facilities in Gladwin, Mich. Action July 16.

Scheduled further prehearing conference for July 23 in proceeding on am applications of Continental Bcstg. Corp. (WHOA), San Juan, and Jose R. Madrazo, Guaynabo, both Puerto Rico. Action July 16.

By Hearing Examiner Jay A. Kyle

Granted motion for extension by American Bcstg.-Paramount Theatres, Inc. (KGO-TV), San Francisco, Calif., which requests that time to respond to motion to order applications amended or petition to enlarge issues by Westinghouse Bcstg. Inc., be extended to date as may be agreed upon at prehearing conference scheduled for July 29, and will be effective until prehearing conference when further action will be considered relative to request embodied in pleading. Action July 20.

Granted request by Westinghouse Bcstg. Inc., for withdrawal of its request for extension of hearing date and dismissed same as moot in proceeding on applications of Chronicle Publishing Co. (KRON-TV) and American Broadcasting-Paramount Theatres Inc. (KGO-TV), San Francisco, Calif. Action July 17.

Granted motion by Carnegie Bcstg. Co., to correct transcript in proceeding on its application and that of Jeannette Bcstg. Co. for new am stations in Jeannette and Carnegie, both Pennsylvania, and closed record; granted petition by Broadcast Bureau for extension of time from July 17 to July 30 to file proposed findings of fact and conclusions. Action July 17.

By Hearing Examiner Forest L. McClenning

By order, formalized certain agreements reached at July 20 hearing in proceeding on am application of Radio Americas Corporation (WORA), Mayaguez, P.R.; dismissed as moot petition by WIBS Inc. for additional time to submit rebuttal exhibits and continued further hearing to Sept. 24. Action July 20.

By order, formalized certain agreements reached at July 16 prehearing conference in proceeding on am application of Laird Bcstg. Inc. (KHAK), Cedar Rapids, Iowa; scheduled hearing for Sept. 8. Action July 16.

By order, formalized certain agreements reached at prehearing conference of July 15 in proceeding on applications of Buckley-Jaeger Bcstg. Corp. and WHDH Inc., for fm facilities in Providence, R.I., and Boston, Mass. Action July 15.

Denied motion by Seattle, Portland and Spokane Radio to rule applicant in default and scheduled hearing to commence on July 30 in proceeding on application of Seaside Bcstg. Co. for am facilities in Seaside, Ore. Action July 15.

Granted petition by Southbay Broadcasters for continuance of procedural dates in proceeding on its application for am facilities in Chula Vista, Calif., and dates for exchange of applicant's direct case, for exchange of respondent's direct affirmative or rebuttal evidence, and for notification of witnesses for cross-examination are continued to Sept. 15, Sept. 22 and Sept. 25, respectively; continued hearing from July 27 to Sept. 29. Action July 14.

On own motion, continued indefinitely time for filing replies to petitions of Publix Television Corp. and of South Florida Amusement Inc., for enlargement of issues to include issue directed to application of Coral Television Corp. as to sufficiency of funds to effectuate proposals contained therein in Perrine-South Miami, Fla., tv ch. 6 proceeding. Action July 14.

By Hearing Examiner Herbert Sharfman

Upon joint oral request of Fisher Bcstg. Co. and Tribune Publishing Co., and without objection by Broadcast Bureau, extended from Aug. 3 to Sept. 8 time for filing initial proposed findings of fact and conclusions and from Sept. 8 to Oct. 8 for filing replies in proceeding on their applications for new tv station to operate on ch. 2 in Portland, Ore. Action July 21.

Continued hearing scheduled for Sept. 23, pending setting of new date following further prehearing conference of Sept. 28 in proceeding on am applications of Robert L. Lippert, Fresno, and Mid-America Bcstrs. Inc. (KOBY), San Francisco, Calif. Action July 21.

Granted petition by KSOO-TV Inc. (KSOO-TV), Sioux Falls, S.D., for leave to amend its application relating to financial qualifications and agreement with Fargo group. Action July 15.

PETITIONS FOR RULEMAKING FILED

Superintendent of Public Instruction, State of Michigan, Lansing, Mich. (7-13-59)—Request allocation of ch. 9 to Cadillac, Mich. for educational use and substitution of ch. 6 for ch. 9 at Alpena, Mich. for commercial use. Ann. July 17.

United Electronics Lab., Inc., Louisville, Ky. (7-15-59)—Requests allocation of ch. 32 to Louisville, Ky. by making following proposed changes: Louisville, Ky.: adding ch. 32; Madison, Ind.: deleting ch. 25—, adding ch. 77; Muncie, Ind.: deleting ch. 71*, adding ch. 83*; Richmond, Ind.: substituting ch. 71 for ch. 32—; Oakridge, Tenn.: substituting ch. 79 for ch 32+. Ann. July 17.

WHP-TV Harrisburg, Pa. (7-15-59)—Requests assignment of ch. 12 to Harrisburg, Pa. by deleting ch. 12 in Wilmington, Del. or in alternative, by making following proposed changes: (1) deleting ch. 12 in Wilmington, Del. and adding ch. 12 in Dover, Del. or: (2) deleting ch. 12 in Wilmington, Del. and adding ch. 12 in Atlantic City, N.J. Ann. July 17.

WSTP-FM Salisbury, N.C. (7-6-59)—Requests amendment of rules to allow point-to-point mobile and fixed station facsimile broadcast via multiplex frequency modulation. Ann. July 10.

License Renewals

Following nine aural broadcast stations in Atlanta, Ga., area were granted renewal of licenses: WGKA-AM-FM, WERD, WGST, WAKE, WQXI, WOAK, all Atlanta. WTJH East Point, Ga., and WEAS Decatur, Ga. Comrs. Fred Ford and Robert Bartley dissented.

Following Texas stations were granted renewal of license: KALT Atlanta; KCOH, KXYZ, KPRC, KILT, KYOK Houston; KLIF, KSKY, KIXL-FM, WRR-FM Dallas; KCBD-AM-TV, KDUB-AM-TV, KDAV Lubbock; KAML Kenedy-Karnes City; KAND Corsicana; KBUD Athens; KWKC Abilene; KOPY Alice; KVLF Alpine; KGNC-TV Amarillo; KTBC-AM-TV, *KUT-FM Austin; KRIC-AM-FM Beaumont; KIBL Beeville; KHEM, KEDY Big Spring; KWHI Brenham; KBOR Brownsville; KBWD Brownwood; KMIL Cameron; KGAS Carthage; KDET Center; KCLE-AM-FM Cleburne; KVLB Cleveland; KCTX Childress; KSTA Coleman; KVMC Colorado City; KMCO Conroe; KCFH Cuero; KDSX Denison-Sherman; KURV Edinburg; KULP El Campo, KROD-TV, KTSM El Paso; KFLD Floydada; KNAF Fredericksburg; WBAP-FM-TV Fort Worth; KGAF Gainsville; KGBC Galveston; KCTI Gonzales; KKSN Grand Prairie; KWRD Henderson; KHBR Hillsboro; KERV Kerrville; KTRE Lufkin; KMHT Marshall; KMAE McKinney; KJBC, KMID-TV Midland; KVKM Monahans; KIMP Mt. Pleasant; KMUL Muleshoe; KGNB New Braunfels; KNET Palestine; KPDN Pampa, KLVL Pasadena; KVOP Plainview; KBOP Pleasanton; KPAC Port Arthur; KFRD Rosenburg-Richmond; KTSA, KONO-FM-TV, WOAI San Antonio; KSEY Seymour; KRRV Sherman; KANN Sinton; KSNY Snyder; KSTV Stephenville; KXOX Sweetwater; KCEN-TV Temple; KTLW Texas City; KDOK, KTBB Tyler; KVWC Vernon; KVIC Victoria; KWTX-AM-TV Waco; KGRV-AM-TV Weslaco; KFDX-TV, KWFT Wichita Falls.

FOR SALE

Equipment

FOR SALE

Television Mobile Unit . . . complete Video and Audio Facilities. Contact Chief Engineer, KOCO-TV, Channel 5, Oklahoma City, Oklahoma.

WEATHER • RADAR

Raytheon 10 CM 275 KW Output PPI Presentation 4, 20, 80 mile range. In use today by several broadcast stations. Complete with instruction books and instal. diags. In new factory condition. Picks up clouds at 50 miles. $950.

Westinghouse 3 CM 40 KW Output PPI Presentation. ½, 2, 10, 40 plus mile range. Complete in new factory condition with instruction books and spares. $2200.

General Electric Automatic Tracking Radar 10 CM. 275 kw. Will track clouds, storms, hurricanes, etc., automatically or by hand control, up to 200 mile range. Complete in trailer van 25 ft. long (Its own building!). Price and details on request. Used by Air Force and weather bureau.

RADIO—RESEARCH INSTRUMENT CO.
550 5th AVENUE
NEW YORK 36, N. Y.

How to put in a full day's work
...*before breakfast*

Quaker Oats has to get its work in before breakfast or it's too late. So Ad Director, Robert Macdonald, developed a philosophy anyone can use—"Do it now! Do it yesterday! But don't put it off until tomorrow!"

It's a formula that looks to the future and, for that reason, leads very naturally into selling more than just *product.*

Develop a personality.

Mr. Macdonald feels that incorporating public interest messages in product advertising is an excellent way to prepare today for tomorrow.

"It helps develop a friendly, likeable corporate personality," he says. "And this is just as important as building a favorable franchise for consumer product. A favorable corporate image makes it easier to get credit in financial circles, to attract reliable personnel and makes our own shareholders and employees feel that their company is unselfishly interested in the nation's welfare."

"And," adds Mr. Macdonald, "do it now, or it will be more difficult later."

What was done?

Mr. Macdonald asked his top management to get behind the Advertising Council . . . to incorporate Council public service projects in all advertising of Quaker Oats products.

Figures from October '56 through January '59 show how massive the program has been. Newspaper circulation carrying Quaker Oats ads in support of Council causes was 130,585,940; magazine circulation, 244,713,016; home impressions on TV and radio were 259,357,600 on network programs alone.

You can benefit, too.

You can help your company build a more favorable corporate image. Include Advertising Council drop-ins in your regular advertising; use a Council advertisement instead of "Compliments of a Friend" in your yearbook advertising; see that Council campaign posters are on bulletin boards in all your offices and plants.

The advertising materials—reproduction proofs, newspaper proofs and mats, posters, copy for radio and TV spots, etc.—are free. The current campaigns are:

Aid to Higher Education
Better Mental Health
Better Schools
*Crusade for Freedom**
Forest Fire Prevention
*Red Cross**
*Register, Contribute, Vote**
Religion in American Life
Religious Overseas Aid
Stop Accidents
*United Fund Campaigns**
*United Nations**
U. S. Savings Bonds

*Not year-round campaigns

For more information send in the coupon below, or call the Advertising Council branch office nearest you. Branches in Chicago, Los Angeles and Washington, D. C.

THE ADVERTISING COUNCIL, INC.,
25 West 45th Street,
New York 36, New York

Please tell me how to tie in with the Council.

NAME

COMPANY

ADDRESS

OUR RESPECTS TO . . .

John Taylor Reynolds

"As manager of an independent station, I live in a different world than the man in charge of a network-owned station or even a station affiliated with a tv network," John T. Reynolds, general manager of KHJ-TV Los Angeles, comments.

"Sales is a major problem for all of us, but we independents have an even larger one—programming. Each week contains 120 hours to be filled with material that's entertaining and exciting enough to keep viewers tuned to channel 9 in sufficient numbers to make advertisers and agencies anxious to buy our time.

"With no network to draw on, we've got to depend on our own imagination and creativity for our program ideas and when we come up with one that pleases viewers and attracts advertising it's a very satisfactory experience, particularly as it doesn't always happen that way."

Sports to Movies • To be successful, a tv station must create an image for viewers to identify it by, Mr. Reynolds believes. KHJ-TV started out as a sports station, carrying the lion's share of Los Angeles sports telecasts. As rights to major sports events became over-costly for an independent station, he developed a "neighborhood theatre" image, with *Channel 9 Movie Theatre* broadcasting a single feature picture at the same time each night for a full week. Tried and dropped elsewhere, the format has succeeded so well in Los Angeles that the program is now about ready to enter its sixth year with no end in sight.

Last year, Mr. Reynolds began to develop an image of KHJ-TV as a "personality station" and succeeded very well with his chief personality, Oscar Levant, until illness forced the vituperative piano player to leave the air. This spring, he brought to Los Angeles an innovation in tv station IDs, using gay musical jingles radio-fashion behind the visual presentation to accentuate KHJ-TV's image as a station for young moderns, with programs that are fun and exciting to watch.

"Nothing we've ever done has created as much comment as our new ID approach," Mr. Reynolds says. "People tell us they like our jingles; the kids are singing them. Identity is the main thing we have to sell to the public, to the advertiser and agency, and these IDs seem to be doing it."

To match the improved sound, KHJ-TV is preparing to change the visual presentation of the IDs from static slides to films using live actors.

John Taylor Reynolds was born May 26, 1921, in Mattoon, Ill. He moved at an early age to St. Louis, where he spent his boyhood and his vacations from the New Mexico Military Institute and Washington & Lee U. World War II took him to Victorville, Calif., as an Air Corps aviation cadet, sent him to Sacramento for training as an instructor and then back to Victorville to teach newer cadets how to fly.

Here We Come • Discharged with the rank of first lieutenant in the fall of 1945, John headed straight for Los Angeles, where he got his basic training in advertising with General Advertising Agency. He had advanced to production manager by the fall of 1947 when he left the agency and Los Angeles to take his wife and their newborn son back to St. Louis. A year there was enough to make the Reynolds family realize that its real home was now Southern California, so back they went.

During the St. Louis sojourn, John had his initiation into broadcasting as a salesman for KXOK. Here, he decided, was the field for him, so on his return to Los Angeles he looked around for another radio salesman's job and found one at KHJ. Not long after that, KHJ's owner, the Don Lee Broadcasting System, got permission to turn its experimental tv station, W6XOA into a commercial operation with the new call of KTSL and John became part of a two-man tv sales staff.

KHJ-TV's REYNOLDS
Identity is the stock in trade

"There were then all of 18,000 tv sets in the area," he recalls, "and tv time was tough to sell. The general attitude was that there were enough advertising media already and there was a question as to the need for tv. The encouraging buyer would ask us to come back when we had some circulation to talk about."

Taste of Networking • In the fall of 1950, General Tire & Rubber Co. bought Don Lee's regional radio network and its two owned stations, KHJ in Los Angeles and KFRC in San Francisco. The tv station was purchased by CBS and its call changed to KNXT to match that of KNX, CBS-owned radio station in Los Angeles. Young Reynolds moved to CBS-TV with the station, moved back to Don Lee in 1952 when it bought KFI-TV and renamed it KHJ-TV, as sales manager. Both tv stations occupy the same building, which also houses KHJ, and John comments that he's the only man in television who changed jobs from one station to another and back without leaving the building.

No one could say that he was in a rut, however. In 1953, John Reynolds was promoted to general manager of KHJ-TV and two years later he was appointed vice president of the Don Lee Division of RKO Teleradio (now RKO General), parent company of KHJ-TV.

John lives in the San Fernando Valley with his wife, the former Jane Lawry of St. Louis, whom he met in the eighth grade and married in 1942, and their two children, John Jr., 14, and William Campbell, 8. John's evenings are largely spent poring over the contents of a bulging briefcase brought home from his office, but weekends give him time for his two favorite forms of outdoor sport, surf fishing and skeet shooting.

He is a member of Phi Delta Theta, Sierra Gun Club, Television Pioneers, Academy of Television Arts & Sciences and Hollywood Ad Club.

Whose fight is it, anyway?

SOME readers have lately accused us of harping to the point of boredom on the subject of Sec. 315.

These are readers with a single-minded interest in the commercial side of broadcasting. They would find us livelier if we invented an acceptable way to wedge more advertising into a disc jockey show or created a sound effect more arresting than a siren.

This editorial will only bore them again.

It is written for other readers who believe the rate card is important but not quite equal in stature to the Magna Charta or the Bill of Rights.

There is a fight being waged for revision of Sec. 315, the law governing political broadcasting. It is an important fight, and its outcome will determine whether broadcasting can mature into a responsible journalistic force.

According to a reliable compilation made by CBS, nearly 400 editorials urging reform in the political broadcasting law have been published by metropolitan newspapers in recent months. To our knowledge no more than half a dozen stations and the CBS network have broadcast editorials on the same subject. Nor have substantial numbers of broadcasters taken any other action to advise congressmen of the valid need for changes in the law.

So far in the fight for corrections in Sec. 315, the newspapers have shown they deserve the broad freedoms they already enjoy. It remains, in the closing weeks of this session of Congress, for all broadcasters to show whether they deserve even the limited freedom which the amendment of Sec. 315 would give them.

Takeoff and landing

SO far, television's massive public relations "image" project is on schedule. The temporary committee which was given the assignment of implementing the highly sensitive plan has succeeded in negotiating the necessary first step—getting an agreement out of the three tv networks to participate.

Several tasks remain, not the least important of which is to find the right man to direct the headquarters organization to be established in New York. Three separate subcommittees of the new nine-man "temporary" committee headed by Chairman Clair R. McCollough, Steinman Stations, have their assigned tasks of (1) picking the director whose appointment must be confirmed by the NAB Tv Board; (2) handling budget, solicitation of funds and business matters, and (3) programming.

The delicacy of the committee's assignment is apparent. There is discord within the ranks of tv broadcasters, largely over NAB's handling of public relations affairs. There are those who are loath to pay multiple dues to trade associations for the kind of lobbying and public relations functions they feel could be handled if the basic trade association performed in tempo with the times.

As we have said before, no matter what its structural organization, the McCollough committee's assignment transcends the handling of the pure "public relations" program. Inevitably, the entire financial, organizational and functional operations of NAB will fall within its orbit. Indeed, the mandate given the initial five-man McCollough committee a few weeks ago by the Tv Board used these precise terms in defining its investigatory scope.

For several years, because of our vital concern with the welfare of broadcasters and their customers, we have urged reappraisal of the disjointed trade association activities of broadcasters. About $4 million annually is going into the trade associations' till, much of it admittedly beneficial, particularly in sales exploitation.

Since broadcasters are curious, an investigation is indicated. The "temporary" committee is well qualified. We think the inevitable conclusion will be a "federation," with the core a radically altered hard-hitting NAB functioning on two fronts—government relations (lobbying) and public relations. All other groups, including state associations, would contribute to the new NAB and be represented on its board.

Firestone's punctured voice

LAST week the *Voice of Firestone* expired as a *cause celebre*. A spokesman for the Akron company told an FCC hearing that his company had no axe to grind with any network; that "we have had most cordial relations with the networks," and that his appearance was at the request of the FCC and was not initiated by his company.

The story began five years ago when NBC-TV, because of the requirements of competitive programming, proposed a change in schedule for the then "long hair" musical program. Firestone demurred, amid great tumult from the critics, the intelligentsia and the solons on Capitol Hill. There were even White House repercussions and knitted brows at the FCC (which has no direct control over programs or networks).

Then, without missing a beat, Firestone shifted to ABC-TV, the struggling third network.

All went well until Firestone earlier this year cut back its ABC-TV schedule from 52 to 39 weeks, breaching its agreement. ABC-TV then exercised its option to recapture the 9-9:30 p.m. Monday slot for more competitive programming. Although it offered Firestone other prime time, as did NBC-TV, Firestone turned the offers down. And down came the wrath of the critics, the intelligentsia and the solons upon ABC-TV for "dropping" Firestone.

So Firestone itself punctures the wheel that has given the critics a free ride into print—space eagerly given by newspapers and magazines to whom tv is business anathema.

Firestone has a 30-year investment in radio and tv.

Prudent business dictates that Firestone will be back, either via spot or network. It should not lose the benefits derived from the continuity of more than a quarter-century of quality programming, particularly when its competitors are big users of air time.

Drawn for BROADCASTING by Sid Hix

"We're thinking about a tv show, nothing live, of course."

BODINE'S BIG BAILIWICK

This man of many parts is Walt Bodine. Officially, he is Director of News and Special Events for WDAF Radio and TV. But that's a little like labeling Albert Schweitzer a first-rate organist, and letting it go at that. ■ Walt does "direct" our news and special events, which means organizing, scheduling, editing, instructing, polishing and reviewing the work of one of the largest broadcast news staffs anywhere. The fact that he does all of these things expertly is a matter of record and common knowledge in mid-America. ■ But Walt's great talent probably comes nearest the surface in his writing and delivery of "Bodine's Bailiwick", a daily feature on WDAF Radio. It's impossible adequately to describe the humor, the poignancy, the depth of insight and the infallible good taste that Walt puts in the "Bailiwick". You'll have to hear it for yourself. ■ Walt Bodine is personally responsible for a big segment of the New Sound from Signal Hill. His work is always representative of the fresh, interesting, *responsible* broadcasting that more people are listening to every day throughout our six-state Heartland. Ask our good reps for more details.

Radio: Henry I. Christal Co., Inc.
TV: Harrington, Righter & Parsons, Inc.

WDAF SIGNAL HILL RADIO & TV

NBC KANSAS CITY, MO.

A NATIONAL THEATRES STATION